

# *Southern* **HARDWARE**

MARCH, 1953

including the SOUTHERN FARM EQUIPMENT section

LEADERS

*in the*

*World of*

SPORTS

Send for free, full color catalogs showing the 1953 Louisville Slugger Bats for Baseball and Softball and Louisville Grand Slam Golf Clubs for men, women and juniors. Address Dept. SH, HILLERICH & BRADSBY CO., Louisville 2, Kentucky.

*Made Right  
to Perform Right!*

LOUISVILLE SLUGGER  
BATS  
HILLERICH & BRADSBY CO.  
— — —  
LOUISVILLE, KY.

*Louisville*  
**GRAND SLAM**  
Golf Clubs

*Will your name be here?*

Beginning in April the greatest story in screencloth history will be told through dealer-listing ads like this.

Appearing in local papers in every section of the country they will reach *your* customers . . . tell 'em to buy Lumite® screening in *your* store.

Start *now* to push, promote and above all *talk up* Lumite screening for bigger Spring business. Ask your jobbers how you can get *your* name listed at no extra charge.

\*Registered Trade-mark



**1,000,000 TV SETS IN NATION'S HOMES**

**LUMITE® WINDOW Screening**

**won't rust, corrode or stain**

**COSTS ONLY 12¢ - 13¢ per sq. ft.**

**LUMITE® WINDOW SCREENING**

**GET LONG-LASTING LUMITE AND OTHER SPRING FIX-UP SUPPLIES AT:**

<b>ALABAMA</b> Birmingham: J. H. Smith, Inc. Montgomery: J. H. Smith, Inc. Mobile: J. H. Smith, Inc.	<b>ARIZONA</b> Phoenix: J. H. Smith, Inc.	<b>CALIFORNIA</b> Los Angeles: J. H. Smith, Inc. San Francisco: J. H. Smith, Inc. San Diego: J. H. Smith, Inc.	<b>FLORIDA</b> Miami: J. H. Smith, Inc. Jacksonville: J. H. Smith, Inc. Orlando: J. H. Smith, Inc.	<b>ILLINOIS</b> Chicago: J. H. Smith, Inc.	<b>INDIANA</b> Indianapolis: J. H. Smith, Inc.	<b>KANSAS</b> Kansas City: J. H. Smith, Inc.	<b>MICHIGAN</b> Detroit: J. H. Smith, Inc.	<b>MINNESOTA</b> Minneapolis: J. H. Smith, Inc.	<b>MISSISSIPPI</b> Jackson: J. H. Smith, Inc.	<b>MOBILE</b> Mobile: J. H. Smith, Inc.	<b>NEBRASKA</b> Omaha: J. H. Smith, Inc.	<b>NEW YORK</b> New York: J. H. Smith, Inc.	<b>OHIO</b> Cleveland: J. H. Smith, Inc.	<b>PENNSYLVANIA</b> Philadelphia: J. H. Smith, Inc.	<b>RHODE ISLAND</b> Providence: J. H. Smith, Inc.	<b>SOUTH CAROLINA</b> Charleston: J. H. Smith, Inc.	<b>TENNESSEE</b> Nashville: J. H. Smith, Inc.	<b>TEXAS</b> Houston: J. H. Smith, Inc.	<b>VIRGINIA</b> Richmond: J. H. Smith, Inc.	<b>WASHINGTON</b> Seattle: J. H. Smith, Inc.	<b>WEST VIRGINIA</b> Charleston: J. H. Smith, Inc.	<b>WISCONSIN</b> Milwaukee: J. H. Smith, Inc.	<b>WYOMING</b> Cheyenne: J. H. Smith, Inc.
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**ON THE RADIO**

**ON TELEVISION**



# ***IT'S STRONGER!*** ***(IT'S GALVANIZED STEEL)***



**N**o other metal commonly used in sheet roofing is as strong or as stiff as steel.

This is the reason why a good galvanized steel roof can withstand storms that would rip other metal roofing to shreds. The steel keeps a tighter grip on the nails, and has less tendency to tear loose in high winds. It has better resistance to damage from falling ice. And it will not break or crack under the weight of a man.

In Bethlehem Stormproof roofing we use strong, durable steel, either plain or copper bearing. We add to this a uniform coating of zinc as a guard against corrosion.

An economical roofing, Stormproof does not have high initial cost, and it does not require costly maintenance. When you compare the service and price of Stormproof with roofing of other metals you will see why it is a consistent seller year in, year out.

Bethlehem Steel Company, Bethlehem, Pa.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation.

Export Distributor: Bethlehem Steel Export Corporation.

## ***STORMPROOF COVERS THE SOUTH***

SOUTHERN HARDWARE for MARCH, 1953





**"Our paint department is  
successful and profitable...**

**... because we have featured the Pee Gee line  
exclusively over a long period of years."**

**R. P. London, Jr., President  
London Hardware Company  
Johnson City, Tenn.**

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. *We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new prod-*

*ucts, and in continually striving to help their dealers do a better selling job.*

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If you want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!

**PEASLEE-GAULBERT**

**PAINT & VARNISH COMPANY**  
223 N. 15th Street, Louisville, Kentucky

*Serving the South Since 1867*



# Now! the New **Cyclo-mo**

## ROTARY MOWER

JOINS THE FAMOUS *Cooper* LINE



### 20" TRIMMER TYPE ROTARY POWER MOWER

The Cooper Cyclo-Mo model was designed with proper balance particularly in mind to provide the greatest possible ease of handling. The large 8-inch diameter rubber tired ball bearing wheels actually make handling much easier than pushing an ordinary hand mower.

This new Cooper gives you everything expected in a Rotary mower - good design and construction, easy handling with plenty of smooth engine power under all cutting conditions, plus the added advantage of side delivery from the Cooper-built adjustable chute to the front that ejects all cuttings - grass and weeds - and eliminates wind-rowing or clogging.

**COOPER MANUFACTURING CO.**

630-632 South First Avenue  
Marshalltown, Iowa, U.S.A.

Heavy full size 30" suction, or lift type blade fashioned from highest grade tool steel mows fast and clean. Readily accessible for easy sharpening. Operating shaft is set in rubber to absorb extra shock and prolong life of the motor.

The deck design and wheel alignment provide two outstanding features. The Cyclo-Mo will trim closer to fences, walls, sidewalks, curbs, etc., than any other mower. Knife follows natural contour of lawn because of position of offset wheels, and will not SCALP.

Specially designed blade and shroud has desirable leaf mulching action. Combination lift and blower action picks up leaves and breaks them down into a natural beneficial mulch.

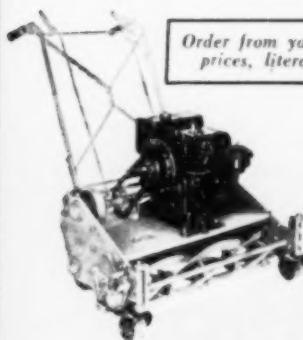


Furnished with Briggs and Stratton or Clinton (according to availability) 2 HP Vertical Shaft, 4 cycle engine, for plenty of power. Removable wheel studs with corresponding ports in solid aluminum deck provide range of cutting from 1 1/4" low to 3 1/4" inches high. The tubular type all steel handle with comfortable rubber grips stands up for easy and compact storage.

Order from your nearest distributor or write for prices, literature and complete information.

### Imperial

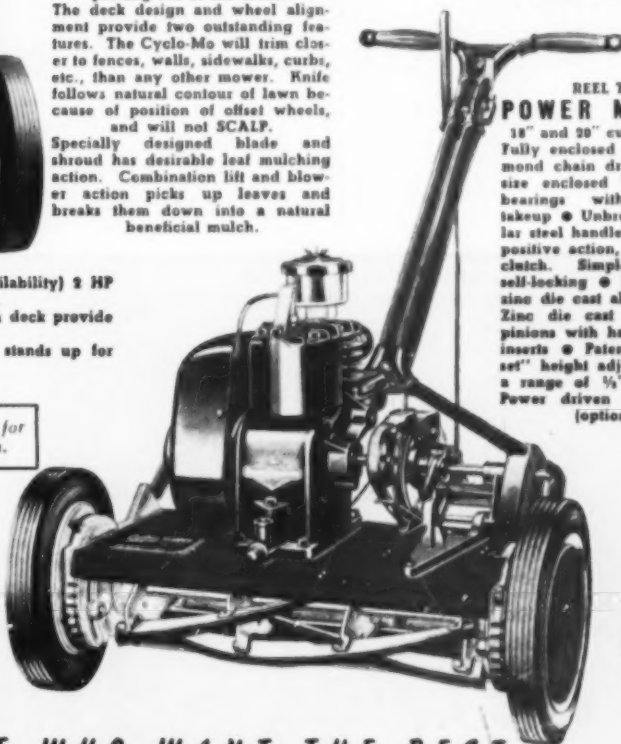
**27" Roller Type Mower**  
Rubber covered steel roller and castor wheels. New positive reel adjustment and new all-steel welded deck. Powered with 3.1 HP Briggs & Stratton motor. Rubber tired Riding Sully (optional equipment).



### KLIPPER

#### REEL TYPE POWER MOWERS

18" and 30" cutting widths  
Fully enclosed oversize Diamond chain drive • Oversize enclosed Timken Reel bearings with automatic takeup • Unbreakable tubular steel handle • Patented, positive action, non-wearing clutch. Simple, powerful, self-locking • Extra strong, zinc die cast alloy frame • Zinc die cast alloy drive pinions with hardened steel inserts • Patented "Quick-set" height adjustment with a range of 1/4" to 3 1/4" • Power driven weed cutter (optional)



Get the  
"EXTRA"  
of Cooper  
Exclusive  
Features

BUILT FOR THOSE WHO WANT THE BEST

FOR '53 - BIGGEST SALES PROMOTION IN COOPER HISTORY

POST

Sunset

Better Homes

The American City

AMERICAN Cemetery

Flower Grower

AMERICAN HOME

PARK Maintenance

*Red Tag's  
Merchandising  
Tips:*



# "Cyclone Lawn Fence sells better because it looks better"



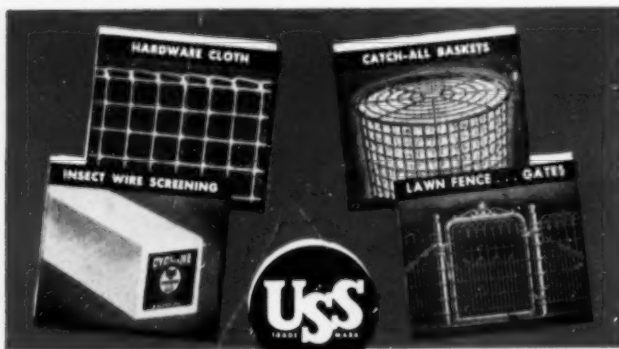
ONE glance at a roll of Cyclone "Red Tag" Lawn Fence and a customer knows he's found the fence that will add to the attractiveness of his property. Even spacing of the mesh and the uniform curving of picket tops produce a symmetrical fabric that looks good wherever it's used.

But attractive appearance is only one of the features of Cyclone Lawn Fence. It's a fence that's made to last . . . to give years of service for a moderate initial cost. With a little attention, the top-quality, galvanized wire—woven or welded into a strong fabric—keeps its strength and good looks year after year.

Both woven and welded Cyclone Lawn Fence are available in single and double-loop construction. And there's a complete line of matching Gates, as well as Flower Bed Border and Trellis.

These Cyclone products carry the familiar "Red Tag" label, the symbol of quality in hardware products for more than 50 years.

Demand for Cyclone Lawn Fence is heading toward one of its yearly peaks so check your stocks today. Your jobber can fill your needs.



CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION  
UNITED STATES STEEL CORPORATION  
WAUKEGAN, ILLINOIS • SALES OFFICES COAST TO COAST  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

## U-S-S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

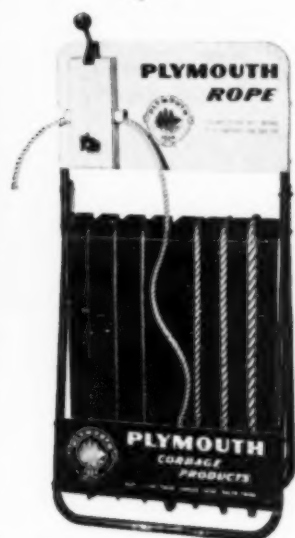


# POSITIONS WANTED

Five salesmen available immediately to help you increase rope profits. Have proven record as "go-getters." Consult your jobber for details.

# ONLY PLYMOUTH

## GIVES YOU ALL THESE HARD-HITTING SALES AIDS

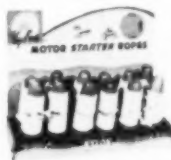


**The SalesMaker** . . . Displays, measures, and cuts rope in any six sizes up to 1" diameter. Designed for retailer whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25 to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)

**New Nylon Motor Starter Rope** . . . This replacement starter rope is just what owners of air-cooled gasoline motors have needed for years. It's handy, smart-looking and comes in a counter display unit that makes it sell on sight. At the suggested retail price of 49¢, it's making quick profits for hardware dealers from coast to coast.



**The HandyPak** . . . Contains 13 attractively packaged individual coils, in 50' and 100' lengths. Provides initial stock for the retailer who has a steady but small demand and wants to build volume in "impulse-buying" merchandise. Designed to fill the universal demand for rope for household needs. Replacement coils available. Prices from your jobber.



**The SalesRak** . . . Complete with display and dispensing rack as shown. Complete unit contains 16 spools (6 x 1/4", 6 x 3/8", 4 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.

**Carton-Packed Coil Rope** . . . Used with or without the SalesMaker, this carton increases sales of rope. Its attractive container serves both as a sales inducement and protection for the rope. Available in half and full coils up to 3/8" diameter, and in half coils only in 7/16" and 1/2".



If you sell Harvest Twines, Plymouth "Red Top" and "Green Top" Binder Twines and Plymouth Baler Twine are first in their fields.

**Faster turnover... lower inventory... more profit... that's the record of these star Plymouth salesmen. Put one or more of the team to work for you. Used separately or together, they'll put action into your rope business.**

**PLYMOUTH CORDAGE COMPANY, PLYMOUTH, MASSACHUSETTS**



## There's no substitute for Opal!

Here's a galvanized screening work of art! We take the best full gauge steel wire, weave it perfectly, and give it a beautiful weatherproof finish of electrolytic zinc. Then we add a terrific

exclusive . . . the Multi-Strand edge that makes Opal flatter, firmer, finer. You're right in line for bigger sales when you promote this line . . . Opal, Aldura aluminum, Liberty Bronze.



**NEW YORK WIRE CLOTH  
COMPANY**

63 Park Street, New Canaan, Conn.

# Your best padlock bet

FOR NATIONAL  
HARDWARE WEEK

The SM 7 assortment, including the rich-looking  
miniature showcase and



Price

**\$16.93**

Retail value \$25.37

## Slaymaker's FOUR BRASS BEAUTIES!

**39¢** Solid cast brass,  
polished finish. For  
standard security.

Size across case 1 5/16". Double-  
ward mechanism. Hard, tough  
steel shackle. Two coined keys.  
Packed in individual box; one  
dozen in display carton. Wgt.,  
1-1/2 lbs. dozen. Key blank  
K254.



PADLOCK No. 55



PADLOCK No. 75

**49¢** Big brother to the  
small padlock.  
Size across case  
1-7/16". For standard security.  
Double-ward mechanism. Solid  
cast brass with polished finish.  
Hard, tough steel shackle. Two  
coined keys. Packed in individ-  
ual box; one dozen in display  
carton. Wgt., 3 lbs. dozen. Key  
blank K253.

**89¢** "Super-Tumbler"  
mechanism ticks the  
old bogey of inter-  
changes!

Padlock is solid cast  
brass with polished finish. Size  
across case 1-1/2". Shackle of  
hard, tough steel. Two coined  
keys. Each padlock in individual  
box; 1/2 dozen in display carton.  
Wgt., 4 lbs. dozen. Key blanks  
K230 and K230A.



PADLOCK No. 78



PADLOCK No. 88

**\$1.10** Here's the biggest,  
finest padlock of  
all! "Super-Tum-  
bler" mechanism for super se-  
curity. Solid cast brass, polished  
finish. Size across case  
1-15/16". Hard, tough steel  
shackle. Two coined keys. Each  
padlock in individual box; 1/2  
dozen in display carton. Wgt.,  
6 lbs. dozen. Key blanks K230  
and K230A.

### Exclusive "SUPER-TUMBLER" MECHANISM

This Slaymaker exclusive feature is on the two larger padlocks. It allows more than twice as many key changes as ordinary disc-tumbler locks. Its secret is an entirely new principle of tumbler contact!

**IMPORTANT NOTE:** Any number of any of these padlocks can be supplied  
keyed alike. No additional charge for this service. All padlocks available with 10-inch  
chain attached, if desired.



SM-7  
MINIATURE  
SHOWCASE

### YOU GET ALL THIS IN THE SM 7 ASSORTMENT!

The handsome Slaymaker miniature showcase  
13 each of padlocks No. 55 and No. 75  
7 each of padlocks No. 78 and No. 88

Order two assortments—one for your counter, one for your window. You pay  
nothing extra for the showcase!

**SLAYMAKER LOCK COMPANY**

SINCE 1888 • LANCASTER, PA., U.S.A.

WORLD'S MOST COMPLETE LINE OF PADLOCKS

Printed in U.S.A.

# 50 MILLION PENNSYLVANIA ADS LIKE THIS → January thru June

• Your customers will be reminded that PENNSYLVANIA power and hand mowers are the highest quality and the best buy for the years to come. Ads in these popular magazines will tell your customers that experienced and reliable dealers recommend Pennsylvania mowers with enthusiasm.

The SATURDAY EVENING POST  
4,280,000 READERS

BETTER HOMES AND GARDENS  
3,597,000 READERS

AMERICAN HOME  
2,950,000 READERS

SUNSET  
527,000 READERS

FLOWER GROWER  
272,000 READERS

PATHFINDER  
1,181,000 READERS



**POWERFUL  
PROMOTION  
MATERIAL**

• We help you tell your customers how good Pennsylvania Quality Mowers really are. We help you sell with:

WINDOW STREAMERS WALL POSTERS FEATURE  
TAGS PRODUCT FOLDERS OPERATING  
MANUALS "HOW TO GROW A BEAUTIFUL  
LAWN" BOOKLET EASY TO USE PRICE LISTS

PENNSYLVANIA LAWN MOWER DIVISION, AMERICAN CHAIN & CABLE COMPANY, INC., Bridgeport, Connecticut

**PENNSYLVANIA Lawn Mower Users Report**

## Long Life, Good Service



**PENNSYLVANIA  
DE LUXE, 21"**



**PENNSYLVANIA  
EXETER, 18"**

**They also like Pennsylvania's  
ease of operation**

• Yes, PENNSYLVANIA power mowers work like new for many, many years. They cut your grass easily and well. They help you grow a beautiful lawn. They require only a minimum of shop service and repairs. That's why experienced and reliable dealers recommend Pennsylvania mowers with enthusiasm.

### 7 KEY FEATURES

Pennsylvania makes two superlative power mowers—the 21" De Luxe and the 18" Exeter. Both models offer easy finger

tip control of throttle and clutch. • Full-tempered, double-ground bi-carbon blades • Designed for ease of maintenance • Easy adjustment for height of cut • Triple-A ball bearings • New grassstripper • Briggs & Stratton engine on the De Luxe.

**How To Grow a Beautiful Lawn** Pennsylvania hand mowers have been top quality since 1877. Write to American Chain & Cable, Bridgeport, Conn. for booklet, "How to Grow a Beautiful Lawn."

Lawn Mower Dealers Agree

**"For Lasting Satisfaction none equals PENNSYLVANIA"**  
Quality Mowers Since 1877



ONE CHAIN & CABLE  
power mower

PENNSYLVANIA 21"  
power mower

1 of 1888 1888  
power mower

1 of 1888 1888  
power mower

1 of 1888 1888  
power mower

1 of 1888 1888  
power mower



ONCE AGAIN—  
DEFINITE PROOF THAT  
**REVERE WARE**  
**Displays Increase Sales**  
**Tremendously!**

**300% here!**



Storeowner Morton Greenbaum said:

"I knew that a window display of Revere Ware would boost my sales, but an increase of over 300% was far above my expectations. Am I pleased! I am going to do a Revere Ware window at least twice a year, and always keep the line on display on my counter. I certainly advise all dealers to do the same."



Window display of Sprain Brook Housewares, Yonkers, N. Y., which increased weekly sales of Revere Ware over 300% above normal!

Time after time we have reported that Revere Ware displays earn more sales and more profits per square foot of space—

Here is another proof of that statement:

The photograph shows a window display arranged by Sprain Brook Housewares, of Yonkers, N. Y. As a result of this display, the store had better than 300% gain over usual weekly sales of Revere Ware.

Revere Ware *does* increase sales and profits. Handsome, most-wanted by women, tempting to the eye, well advertised in the national women's magazines and on TV—take advantage of the great plus values in this magnificent line of Stainless Steel Copper-Clad Utensils. Keep Revere Ware on display where your customers can see it and they will buy it. Dealers everywhere find this is the way to faster sales and larger profits.

**REVERE COPPER AND BRASS INCORPORATED**

Rome Manufacturing Company Division, Rome, N. Y.  
Rome, New York • Clinton, Illinois • Riverside, California

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS



**TWIN Values**  
UNEQUALLED ANYWHERE!



PATENT  
PENDING

EXCLUSIVE BY



One of America's Fine Names  
in Insulated Products



**FASTEST SELLING**  
**PAIR in AMERICA!**

**the 1-GALLON**  
**the 1/2-GALLON**  
**ALUMINUM, RUST-PROOF**

**DeLuxe**  
**PICNIC JUGS**

They'll make you money because they are proven winners! They have the quality, they have the features: aluminum outer shells... absolutely rust-proof; 1 and 1/2 gallon capacities; glass liners, full size drinking cups... 2 on the 1-gallon size, 1 on the 2-quart size. Genuine Fiberglas insulation for highest efficiency. They sell by the thousands. You'll be amazed at the price!

SEE YOUR JOBBER

...the  
**PICNIC JUGS**  
**THAT MAY BE**  
**COMPLETELY**  
**TAKEN APART**  
**FOR**  
**CLEANING...**

EXCLUSIVE FARIS FEATURES



**KEEPS LIQUIDS**  
**HOT or COLD**



**W. W. FARIS • MFG. CO.**  
2103 S. HANLEY RD. • ST. LOUIS 17, MO.



**TELL YOUR CUSTOMERS**  
**They'll never have**  
**to PAINT**

**• TENSION-tite\***  
**ALUMINUM SCREENS**



- They never rust or stain... never need painting.
- Installed from inside in less than five minutes. No ladder needed.
- They cost less than wood-frame screens.
- Sizes for all double-hung wood windows.

**EXCLUSIVE GUIDE BAR**

Detaches to serve as a template for locating correct position for the top and bottom screws. Returned to the screen, it becomes an adjustment bar, closing any space between screen and sill.

Write for names of nearby jobbers who stock TENSION-tite aluminum screens

**RUDIGER-LANG CO.**



P. O. Box 468, Toccoa, Georgia  
2801 Eighth Street, Berkeley 10, Calif.

\*Trademark of Rudiger-Lang Co.

THERE'S A Sunset LINE FOR EVERY KIND OF FISHING

*Take fly lines*  
for instance...



## SUNSET STREAM KING

Most revolutionary fly line on the market. Minute wire threads in a nylon core make it actually heavier than silk fly lines. Smooth, oil honed finish, excellent for both wet and dry fly fishing. Stream King will give your customers easier and smoother casts, with increased distance and accuracy over all other fly lines.



Double Tapers \$9, Sharp  
Shooter Tapers \$9, Shooting  
Heads \$6, Levels \$2 to \$3.25

## SUNSET FLOATER

Floaters' unique sealed center and braided monofilament finish give the angler a dry fly line that has the finest floating qualities of any fly line made. Highly recommended for dry fly and bass bug fishing.



Tapers \$7.50  
Levels \$1.75 to \$2.75

• Ask Your Jobber Salesman for a Demonstration

# SUNSET LINE & TWINE CO.

300 Jefferson Street, Petaluma, Calif.

# WHAT'S BOOSTING **BOKER** TREE BRAND?

- 1 Dependable Quality
- 2 Generous Markups
- 3 Reasonable Retail Prices
- 4 Strong National Advertising

Yes, sir, BOKER has its own 4-Point Plan! **QUALITY** so dependable that the sale of any one item paves the way for future sales of other Tree Brand Cutlery. **MARKUPS** that give you a "reason why" for pushing BOKER. **PRICES** that cut sales resistance to a minimum. **NATIONAL ADVERTISING** in The Saturday Evening Post — 16,000,000 readers — that send 'em to you "lookin' and askin' " for BOKER Tree Brand.

## WHAT A COMBINATION FOR PROFITS!



A  
The Saturday Evening  
**POST**  
Recognized  
Value



**HANDY KITCHEN KIT**

Best seller! Three "most-used" kitchen tools — two knives and shears — in a sales-getting handsome wall case.



**"SUBURBAN" TABLEWARE SET**

Handsome, practical 24-piece Tableware set. Genuine Pakkawood handles, stain and burn resistant. Choice of box or plastic carrying case; slight difference in price.



**CARVING SETS**

Sell quickly because they look their quality! Highest quality steel, curved to fit the hand. Genuine stag handles.



**SCISSORS — SHEARS and EASY PINKERS**

Priced to sell on sight — at a good profit! Wide variety of sizes. Quality all the way.



**POCKET KNIVES**

Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



**HOUSEHOLD UTILITY SETS**

Consist of paring, fruit or sandwich, slicing and carving knives PLUS household fork. Handsome walnut wall case makes women buy-minded.

ASK YOUR JOBBER TO SHOW YOU THE  
**BOKER TREE BRAND LINE**  
Catalogs Available on Request

**H. BOKER & CO., INC.**

Established 1837

101 Duane Street

New York 7, N. Y.



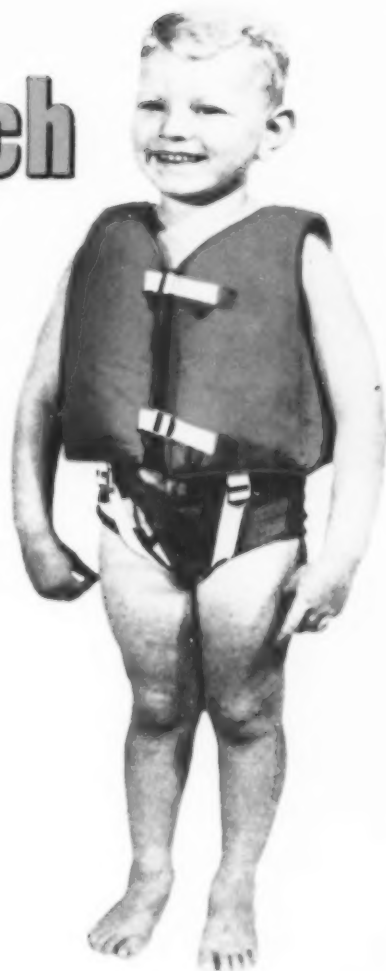
*Research is Important*



# Tapatco Leads in Research

Research results in better products. That's why Tapatco, year after year, spends more time and money on research than any other manufacturer in its field. And that's one reason why dealers everywhere are finding Tapatco the fastest-selling, most profitable line of all.

If you want the advantages of latest designs and top quality in marine safety products . . . ask your jobber about Tapatco, or write us for full information.



## AN EXAMPLE OF TA-PAT-CO RESEARCH

The Tapatco Stay-A-Float is the original patented child's swim vest. It was developed by Tapatco research in 1936. This year as a result of Tapatco research, an improved Stay-A-Float was introduced. The cloth covering of the new \$20 Stay-A-Float contains six sealed vinyl envelopes filled with new Java kapok. Because it is sealed-in, the kapok can never get wet, never lose its buoyancy. Only Tapatco offers this feature—the result of research.

**THE AMERICAN PAD & TEXTILE CO.**  
GREENFIELD, OHIO



WOODSTOCK STYLE CUSHION



DESIGN BOAT CUSHIONS



RACING VEST



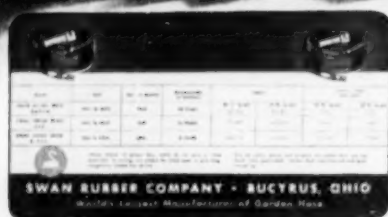
SPORTSTER VEST

**Tapatco . . . You Can't Buy Better to Save Your Life**



# HAMMER THOSE

## Get Garden



### Over-the-Counter Selling Card

Every hardware retail salesman should have one. Shows customer at a glance why Swan "time guaranteed hose" is the best buy. Helps clinch the sale quickly — they're FREE! Order yours today!

### Swan Sales Kits

If you don't have one — order one now and keep it on your Swan Merchandiser. Helps explain Swan Hose construction. Enables customer to see what he's buying.



### Swan Newspaper Ads

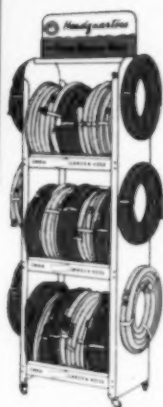
Ask your Swan Jobber Salesman to show you samples of new Swan newspaper ads. Mats are free — order them by code number and have them on hand ready to run in your local newspaper.



## SWAN RUBBER CO. • Bucyrus,

# SWAN HOSE SALES NOW!

## Ready for the Best SWAN Hose Year Ever!



Fill up your Swan Merchandiser with Swan Hose and place it where store traffic is greatest!

The Swan Merchandiser is a salesman in itself! Put yours to work! Maybe you need two merchandisers — one for the store — one for the sidewalk to catch street traffic. They're only \$9.50 F.O.B. Cleveland. Order through your Swan Jobber.



Swan Garden Hose is Nationally Advertised! Cash in by Tying in Your Local Sales Effort!

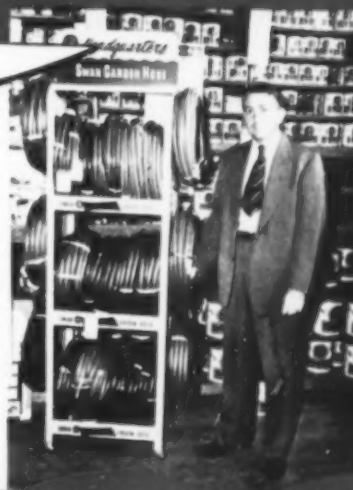
Swan is investing thousands of dollars in full color ads during the heart of the hose buying season in these mass consumer magazines. Use all the local sales helps Swan offers here, AND HAMMER THOSE SWAN HOSE SALES IN 1953!

"IT IS WITH A GOOD DEAL OF SATISFACTION THAT WE CONTINUE TO PROMOTE THE SALE OF SWAN HOSE" says R. D. Frye Hardware North Canton, Ohio

For a number of years we have handled Swan Garden Hose through our supplier, The Canton Hardware Company, Canton, Ohio, and it is with a good deal of pleasure that we promote the sale of Swan Garden Hose to our customers.

We have compared variety, quality and price with a number of lines of garden hose, and we find in the Swan Rubber Company's line of garden hose a price to fit every purse, and a guarantee to the customer that is a guarantee. The Swan Hose Merchandiser is an easy way to display and sell the full line of Swan Garden Hose.

It is with a good deal of satisfaction that we continue to promote the sale of Swan Garden Hose.



**Ohio**

**World's Largest Manufacturer of Garden Hose!**

Going to bat for you  
harder than ever



There is definitely no better file buy for your customers than **BLACK DIAMOND** brand . . . and therefore none that is better for you to offer them. We're making that important fact known with the most impressive Black Diamond consumer-advertising campaign ever put before Southern file users. Readers are always urged to "get them from your hardwareman."

It's *your* and your fellow dealers' advertising . . . and here's the 1953 picture:

	<i>Ad-impressions (circulation multiplied by number of ad-insertions)</i>
Progressive Farmer (ex. Texas ed.) . . .	7,517,000
Farm and Ranch & So. Agriculturist . . .	10,215,000
Farm Journal (Southern ed.) . . .	2,799,000
Country Gentleman (Southern ed.) . . .	3,265,000
Southern Lumberman . . . . .	39,000
	<b>23,835,000</b>

The Black Diamond brand is also mentioned in our ads in these other leading magazines:

	<i>Approximate ad-impressions in the South</i>
The Saturday Evening Post . . . . .	6,457,000
Popular Science . . . . .	847,000
Popular Mechanics . . . . .	687,000
	<b>7,991,000</b>

# BLACK DIAMOND

...a file for every purpose



Virtually every community and every local hardware retailer benefits from this widespread coverage. Your part of the reward? Steady profits that come from stocking and displaying the Black Diamond file types best suited to your trading area. Your wholesaler can help you toward a wise selection. **FREE CATALOG**—write to

**NICHOLSON FILE CO., 23 Acorn St., Providence 1, R. I.**



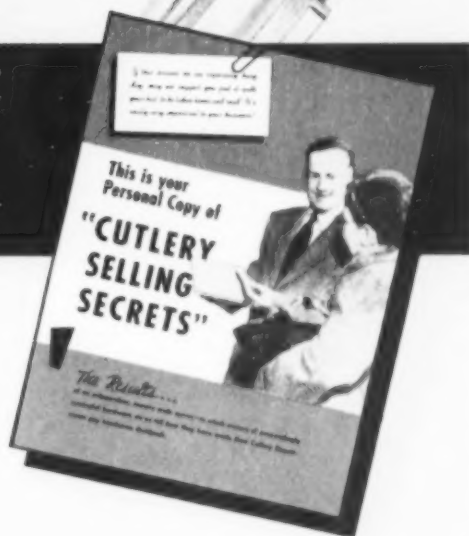


# How much money **SHOULD** your Cutlery Department make?

## THIS NATION-WIDE SURVEY OF TOP STORES PROVIDES THE ANSWER

The success of a Cutlery Department in a hardware store depends, to a great extent, on solid answers to questions like these:

- What original mark-up is necessary for largest gross profit?
- How big should a stock of cutlery be and how often should it turn?
- What's the best location for a cutlery display?
- Should cutlery be promoted to Men or to Women?



An independent research organization has recently completed a comprehensive, personal-interview survey for Robeson Cutlery Company among a group of outstandingly successful hardware retailers from coast to coast. This survey report pretty much makes up a "blueprint" of profitable cutlery operation.

**TO FIND OUT HOW TO SECURE A FREE  
COPY OF THIS REPORT, TURN THE PAGE**

**ROBESON CUTLERY COMPANY, PERRY, N.Y.**



## This Booklet is your Ticket

If you could personally visit 50 cities from coast-to-coast and make a thorough investigation of the operating methods of the best hardware store in each, you'd learn a lot, wouldn't you?

Robeson has made the trip for you—and learned from outstanding stores in each city *how* their owners have made their Cutlery Departments very profitable. The "trip" was a comprehensive personal-interview survey with store proprietors—and the revelations they made of the "secrets" for cutlery-selling success are offered you, free, in a 12-page book of facts.



*Included* are such vital subjects as:

- How do good stores pick the cutlery lines they feature?
- How do cutlery profits compare with other departments?
- What influence does Display have on cutlery volume?
- Is there a best spot to locate the Cutlery Department?

You can learn the answers to these and a dozen other questions—as stated by men who are already running Cutlery Departments at top volume—by investing in a 3 cent stamp to send us the coupon below.

### ROBESON CUTLERY CO., PERRY, N. Y.

Please send me a free copy of your new booklet, "Cutlery Selling Secrets." I understand that I am under no obligation of any kind in making this request.

STORE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY OR PLACE \_\_\_\_\_

Signed \_\_\_\_\_

**MAIL COUPON  
TODAY  
FOR YOUR**

*Free Copy*



# 7 PROFIT-MAKING "Pluses"

WHICH only ROBESON CUTLERY OFFERS YOU

As a hardware retailer, your most sensible attitude towards any new line of merchandise is the question, "What's in it for me?"

The Robeson cutlery line offers you seven definite advantages which will pay off in more *sales* and more *profits*. Research among successful stores proves it (see the opposite page) and your own quick reading of the following Robeson cutlery "pluses" will indicate why hardware stores by the hundreds are taking on this makes-more-money line.

## BIGGER MARK-UP

You buy Robeson cutlery *direct*. Your original margin will average from 12½% to 16½% more than on cutlery bought through a jobber.

## PROTECTED SELLING

Robeson sells *only* to the natural outlets for quality cutlery products. You won't be competing with every store on the street at all kinds of prices.

## COMPLETE LINE

Robeson manufactures household cutlery, pocket knives, sports knives, scissors and gift sets. You buy *everything* from one reliable source and promote one **QUALITY** brand name.

INQUIRE  
ABOUT A  
FRANCHISE

*Today...*

JUST WRITE TO

## GUARANTEED

We unqualifiedly guarantee every product we make. Should any customer, for any reason, be dissatisfied with a purchase of Robeson cutlery, the item will be reconditioned or replaced without charge. The superior quality built into Robeson cutlery products has made this policy possible for over 3 generations.

## "FROZEN HEAT"

Robeson's exclusive manufacturing process makes knives so tough and so keen that they resist dulling and stay sharp 'way beyond ordinary knife blades.

## ADVERTISING

Robeson national advertising has created brand acceptance from coast to coast. Three generations of *your* customers know us!

## DISPLAY HELPS

Robeson pioneered the idea of custom-built cutlery displays in hardware stores. Showcases, surveys, plans and blueprints are available.

ROBESON CUTLERY CO., PERRY, N. Y.

# 3 ways to make more money in the hardware business



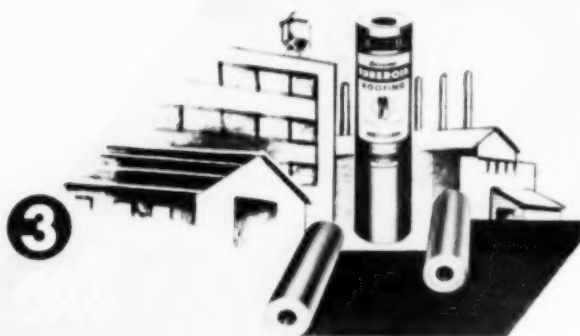
## Smooth-Surfaced Genuine Ruberoid Roll Roofing

Made from long, wiry, springy fibers — all beaten and twisted and intertwined and bound together to insure tremendous durability.



## Mineral-Surfaced Genuine Ruberoid Roll Roofing

Liberally surfaced with firmly embedded, colorful mineral granules which give an attractive appearance and greater fire-resistance.



## Dubl-Coverage Genuine Ruberoid Roll Roofing

Provides a double thickness and double protection for roofs . . . virtually a built-up roof.

Here's the key to greater sales and profits in your roofing department. Feature all three of these great money-makers. Ruberoid Roll Roofing is backed by more than 60 years' experience in pleasing customers . . . since 1892 when Ruberoid produced the first prepared asphalt roofing ever made. And the original is still the best. For your free literature, write to The Ruberoid Co., 500 5th Avenue, New York 36, N. Y., or your nearest sales office in Baltimore, Md.; Dallas, Texas; or Mobile, Ala.

Cash In on The Greatest Advertising Program In the Business With

Color-Grained Asbestos-Cement Siding  
Dubl-Coverage Tite-On Shingles  
Stonewall Asbestos-Cement Board

**The RUBEROID Co.**

**ASPHALT AND ASBESTOS BUILDING MATERIALS**



# NEW!

## SWING-A-WAY

### AUTOMATIC CABINET CAN OPENER

## FAR AHEAD

## OF ALL OTHER CAN

## OPENERS



**NEW!** Handsome plastic cabinet conceals all working parts and adds beauty to any kitchen.

**NEW!** It's automatic. Single action handle locks the can and removes the lid in one easy operation.

**NEW!** Three popular color choices: Red, white or yellow to harmonize with any kitchen.

Model 1709R-W-Y **\$5.95**  
With magnetic Lid-Lifter **\$6.95**  
(1709RM-WM-YM)

Screws to wall or fastens to tile, steel or glass with adhesive bracket.

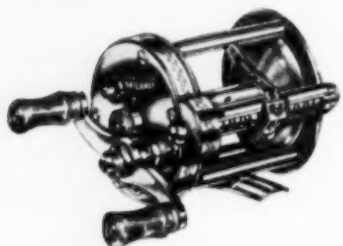
SWING-A-WAY MFG. CO.  
4100 Beck Ave., St. Louis 16, Mo.

In Canada: Fox Agencies, Ltd.  
Port Credit, Ontario



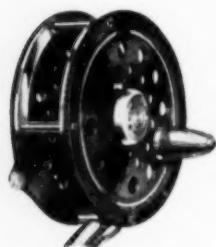
#### PFLUEGER SUPREME

The aristocrat of bait-casting reels. Has caught more prize-winning muskies and bass than any other reel. Complete accessories, including Cub Handle Drag. \$35.00.



#### PFLUEGER SKILKAST

Easiest to cast. Mechanical thumbstop automatically stops spool, avoids backlashes. Helps anyone to make expert casts in a few minutes time. \$11.75



#### PFLUEGER MEDALIST FLY-ROD REEL

Most carefully built single-action reel in America. Beautifully designed. Weight adjustable to exactly balance rod. Stainless steel line guard. \$9.75 to \$13.50.



#### PFLUEGER OHIO

Dependable favorite of thousands of salt water fishermen. Free spool. Star Wheel Drag. Sturdy Pflueger construction. \$11.95.



#### TANTRUM MINNOW

New tail-kick action *tantalizes* fish into smashing strikes. Several colors, 4 inches long. \$1.25.



#### LASTWORD WOBBLER

Dives and darts like an injured minnow. Choice of finishes and weights, including extra heavy metal (1½ oz.) with Blue Mullet scale finish. 50c to 95c.

# There's Pride in Saying "It's a PFLUEGER"

For generations one of the finest things that an angler could say about his fishing reel was, "It's a Pflueger." His appreciation is greater today than ever before.

Millions of Americans know—and prefer—Pflueger tackle. It can be depended upon for years of faithful service. Long-time owners appreciate the ease of obtaining repair parts, Pflueger's factory repair service on reels, and the famous Pflueger no-time-limit guarantee.

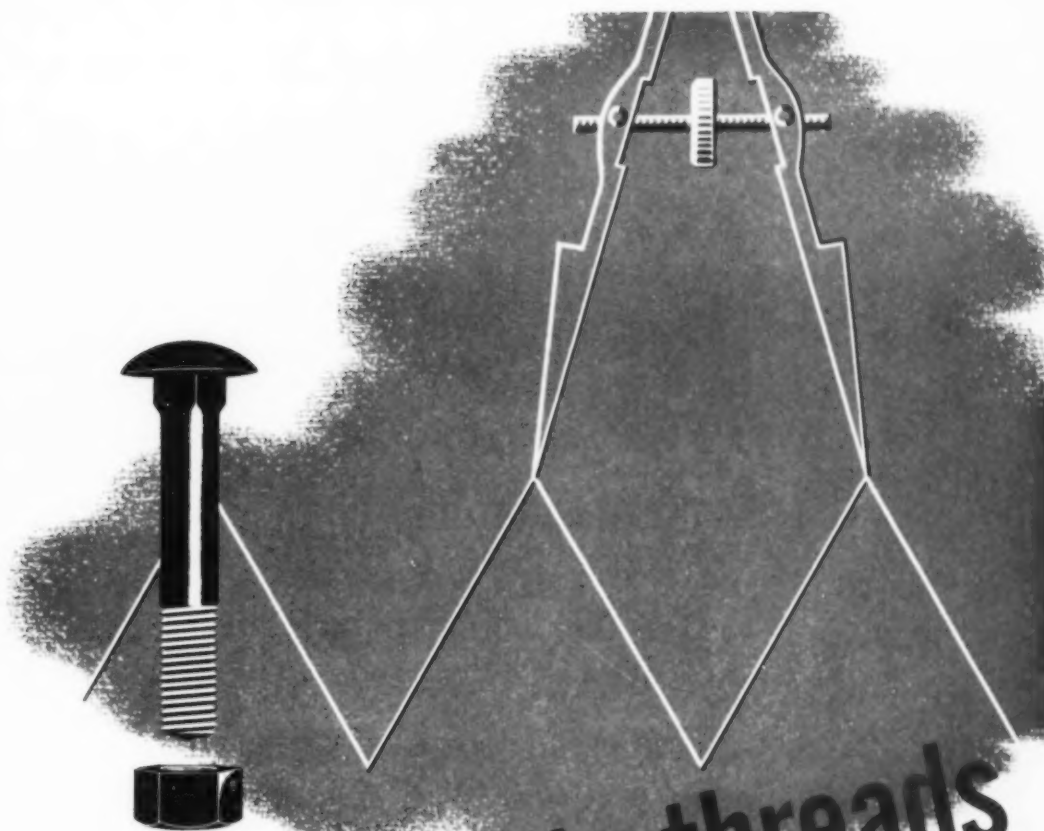
The name Pflueger in your store means more profitable business for you. Ask your jobber.

**THE ENTERPRISE MFG. CO., AKRON, OHIO**

*88 years making fine fishing tackle*

**PFLUEGER REELS FOR EVERY FISHERMAN FROM \$2.10 TO \$35.00**

**PFLUEGER** A GREAT NAME IN TACKLE  
(Pronounced "FLEW-GER")



sharp... accurate threads



## REPUBLIC UPSON BOLTS AND NUTS

Easy to assemble... easy to take apart—  
and maximum thread area in perfect con-  
tact to assure uniform, lasting grip.

More than 20,000 types, sizes and shapes  
of Republic Upson Bolts and Nuts have  
been designed and *engineered* to give peak  
performance *during* and *after* assembly.

Millions of these top-quality fasteners,  
in countless applications throughout the  
world, testify to their many advantages.

### REPUBLIC STEEL CORPORATION

*Bolt and Nut Division*

CLEVELAND 13, OHIO • GADSDEN, ALABAMA

Export Department: Chrysler Bldg., New York 17, N. Y.







# Are you cashing in on the spring fence-building season by selling **PRESSURE-CREOSOTED** wood posts?

## YOUR NEIGHBORS WILL TELL YOU:

"I save on replacements  
with pressure-creosoted  
fence posts."

J. O. Dowdy, whose farm is located  
on Route 4, Sandford, North Caro-  
lina, says:

"We've found that pressure-creosoted fence posts last at least three times as long as any other wood posts we've tried. And they're not only long-wearing, but their use has also cut down on labor and maintenance bills. From now on, any fences we put up will be on pressure-creosoted posts."



## You save money three ways when you install pressure-creosoted fence posts

- 1. YOU SAVE ON REPLACEMENTS**—Farmers who have used them know pressure-creosoted fence posts last up to seven times as long as untreated posts.
- 2. YOU SAVE ON LABOR**—Pressure-creosoted posts are round and long as untreated posts. They are easier to set and easier to staple. And every post uniform in size means additional time saved.
- 3. YOU SAVE ON FENCE**—Down fence deteriorates quickly and is expensive to repair or replace. Pressure-creosoted fence posts help eliminate this expense.

### What is pressure-creosoting? —

Modern wood-treating plants, using precise engineering methods, force a measured amount of Creosote Oil into wood posts. This process protects them from termites, fungi, and dry rot. It gives them far longer life. Many of these plants use U.S.S. Creosote Oil, a quality product of United States Steel.

UNITED STATES STEEL  
525 William Penn Place



Agricultural Extension  
United States Steel  
Room 2810-V, 525 William Penn Place  
Please send me your  
Also, I would like  
of pressure-creosoted  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
County \_\_\_\_\_  
I would like price \_\_\_\_\_

UNITED STATES STEEL

THIS month—when many farmers are taking care of their fence-building chores—is a good time to put extra effort into your promotion of pressure-creosoted wood fence posts. And, if you haven't been handling them, there's no better time to begin than right now.

Extensive advertising in major state and regional farm magazines during the fall and winter has made your farmer customers well aware of the savings that pressure-creosoted posts make possible. This month—just at the time they are most likely to buy—farmers will be seeing more of this advertising, based again on the experience of users in their own area.

If you are now selling pressure-creosoted wood fence posts, step up your own promotion this month. And, if you haven't been getting your share of this business, don't wait another day. Mail the card below. We'll send complete information and a copy of our new guide, "Fences That Pay," now being offered to farmers to assist them with their fencing.

United States Steel is a major producer of Creosote Oil used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U.S.S. Creosote Oil, you can be sure a quality preservative has been used.

**MAIL THIS CARD TODAY—NO STAMP NEEDED!**

United States Steel Corporation,  
Room 2810-V, 525 William Penn Place,  
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**Don't pass up this opportunity**  
**to build volume and profits in**  
**PRESSURE-CREOSOTED**  
**FENCE POSTS**

*Return this card  
today!*

FIRST CLASS  
Permit No. 3117  
(SEC. 34.9 P.L. & R.)  
Pittsburgh, Pa.

**BUSINESS REPLY CARD**

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

**UNITED STATES STEEL**  
**Room 2810-V, 525 William Penn Place**  
**Pittsburgh 30, Pennsylvania**



# Master's *double feature*

for **HARDWARE WEEK** April 17-25

**irha Hardware Week SPECIAL**  
APRIL 17-25  
**Master No. 3**  
only \$1.25

**irha Hardware Week SPECIAL**  
APRIL 17-25  
**Master No. 500**  
only 65¢

## NO. 3 "SECRET SERVICE"

World's greatest combination of protective features. Finest pin-tumbler, brass cylinder, armored by husky 1 1/4" Master laminated steel case. Extra-heavy, solid brass locking lever. Steel-jacketed pilfering protector. Phosphor bronze springs. Super-strength hardened steel shackle. Cadmium rustproofed. Two precision-cut keys. Practically unlimited key changes. Individually boxed, 6 to colorful selling display.

**Master Lock Company, Milwaukee 45, Wis.**

*World's Leading Padlock Manufacturers*

## NO. 500 "MULTI-SPRING"

All the advantages of powerful Master laminated protection at a bargain price. Strong multi-spring warded security built into a husky 1 3/4" laminated steel case. Heavily riveted. Self-locking swivel shackle. Cadmium rustproofed. Sixty key changes. Two cold-rolled corrugated steel keys, nickel-plated and embossed. Individually packaged, 6 to a sales-making display carton.

Look for Master's sales pennant and newspaper mat, featuring these two fast-selling numbers, in your IRHA Hardware Week kit. And . . . look to the complete Master line for steady profits every week of the year!

Make sales faster with  
**Master Padlocks**

EVERY ONE AN OUTSTANDING VALUE

Questions about Insurance?

## Ask *Federated's* QUESTION BOX

**Q.** What property is excluded from coverage under a fire insurance policy unless specifically mentioned?

**A.** Bullion, and Manuscripts.

**Q.** Does a company issuing Workmen's Compensation Insurance pay claims direct to the employee or the employer? What determines the amount?

**A.** To the employee. The amount is determined by the provision of the state workmen's compensation law.

# One Accident Could Take Away Everything You Own

Minimum auto liability insurance limits are \$5,000/\$10,000 for bodily injury, \$5,000 for property damage. The inadequacy of these minimum limits is quite widely recognized. Juries have been handing down personal injury verdicts for from \$50,000 to \$150,000 for a good many years, and they are rising along with other costs.

### HOW TO MEET BIG JUDGEMENTS?

What does the man who is faced with a \$50,000 judgment and has only \$5,000 liability protection do? In many cases he is obliged to sell everything he owns—home, business, and any other property. In addition, the accident may take away his right to drive an automobile.



When Kansas City firemen were called in the early morning hours to the scene of this devastation, they didn't know what had happened. "The only thing we could see beneath the rubble was a red glow from a small opening," said District Fire Chief E. M. Grass. "It turned out to be the tail light of a car." This night picture shows firemen on the scene shortly after their arrival. The driver apparently dozed at the wheel. His car hopped the curb, plunged into the building and brought down this thunderous shower of bricks, beams and timber. Miraculously the driver was not seriously injured.

Dawn lights the grim scene in the second photo, as some of the debris was removed revealing more of the car. Alleged property damage to the building was \$20,000, to the drug store \$6,000, to the doctor's office and equipment \$3,500, and to the electric sign on top \$300.00. Unfortunately, the driver had thought that \$5,000 property damage was enough on his liability insurance. It would have cost probably no more than \$10 more to have been adequately insured.

### GOVERNMENT RELATIONS

Today's businessman beset by fast changing problems, can use all the expert help he can get. Information on government legislation, and on latest bureau and departmental regulations governing materials, prices,

wages, etc. are supplied him by his trade association. In addition, his association keeps a watchful eye on new legislation and guards the dealer's interest. Association membership doesn't cost much when you consider its many benefits.

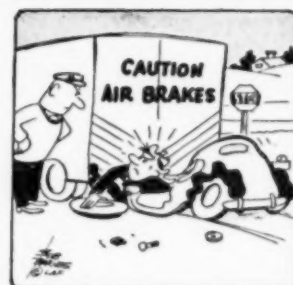
### INADEQUATE PROTECTION NOT A MATTER OF COST

Auto Liability limits can be increased for bodily injury to \$100,000/\$300,000, and for property damage to \$100,000, for about ten dollars additional premium. Obviously, inadequate protection is usually a matter of lack of information, or of neglect, rather than cost.

### HOW ABOUT YOU?

You probably have liability insurance on your car, but have you enough? If you would like the help of an experienced insurance man, don't hesitate to call upon your nearest Friendly Federated man. If he isn't listed in the yellow pages of your classified telephone directory, drop a card to Federated Mutual, Owatonna, Minnesota.

### "ARE YOU FULLY COVERED?"



### A Bad Brake

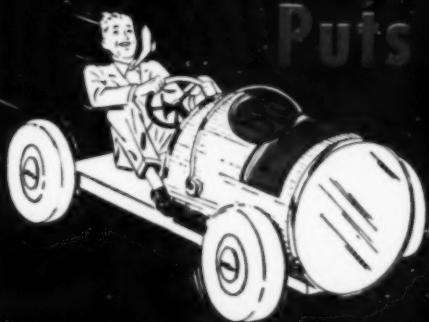
but who's fully covered? We hope you are, in case you are liable. If you aren't sure see your friendly Federated man.

## *Federated Mutual*

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA







Puts Your Paint Department  
in High Gear!

WASHABLE • ONE-COAT

# FLATLUX

## WALL PAINT

...THE QUALITY FINISH THAT CAN  
INCREASE SALES AND PROFITS  
WITHIN A SINGLE MONTH!

Why keep your paint sales under wraps when washable, one-coat Flatlux can put you out in front and keep you there. Geared to your customer's needs and formulated to return top profits all year long, Flatlux will make your paint department produce as never before. And believe us, you'll feel the tremendous sales pull of wonderful Flatlux in a hurry. Go Flatlux today!



Find out also how  
you can double your  
sales potential  
with color matched  
Satin-Lux  
Semi-Gloss. It's a  
sales-natural.

*Find out  
about FLATLUX  
NOW!*

THE PATTERSON-SARGENT COMPANY  
1325 East 38th Street  
Cleveland 14, Ohio

SH

I'd be interested in proof of how Flatlux can increase sales the very first month.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

THE **PATTERSON**  **SARGENT** CO.

**Cancer  
strikes  
1 in 5**

**Strike  
back**

**Give**

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed **CANCER**, c/o your local post office.

**American Cancer Society**





## Tie-in . . . cash-in on *COSCO*'s great April-May Stool Promotion!

Starting with *Hardware Week*—April 17-25th—and continuing all through May, the way is clear for you to sell *more* COSCO Stools than ever before—and *more easily*! In *The Saturday Evening Post* for April 18th and *Ladies' Home Journal* and *Good Housekeeping* for May, powerful, colorful, full-page advertisements will be pre-selling the COSCO "sit down" idea—and the famous COSCO Stool line—to more than 12 million homemakers. When your customers answer the COSCO call, be ready! Check your stocks—plan your tie-in NOW. Order the models you need and the power-packed

package of sales-making display and advertising material shown above. Package includes reprint of full-page consumer advertisement, easel-backed reprints, product photos (on request), radio scripts, copy suggestions and special ad mat for direct tie-in with national ad. It's all free! And remember, when you set up your tie-in displays: "The more you show—the more sales grow."

Stock the *complete* COSCO line and sell it solidly all through April and May.

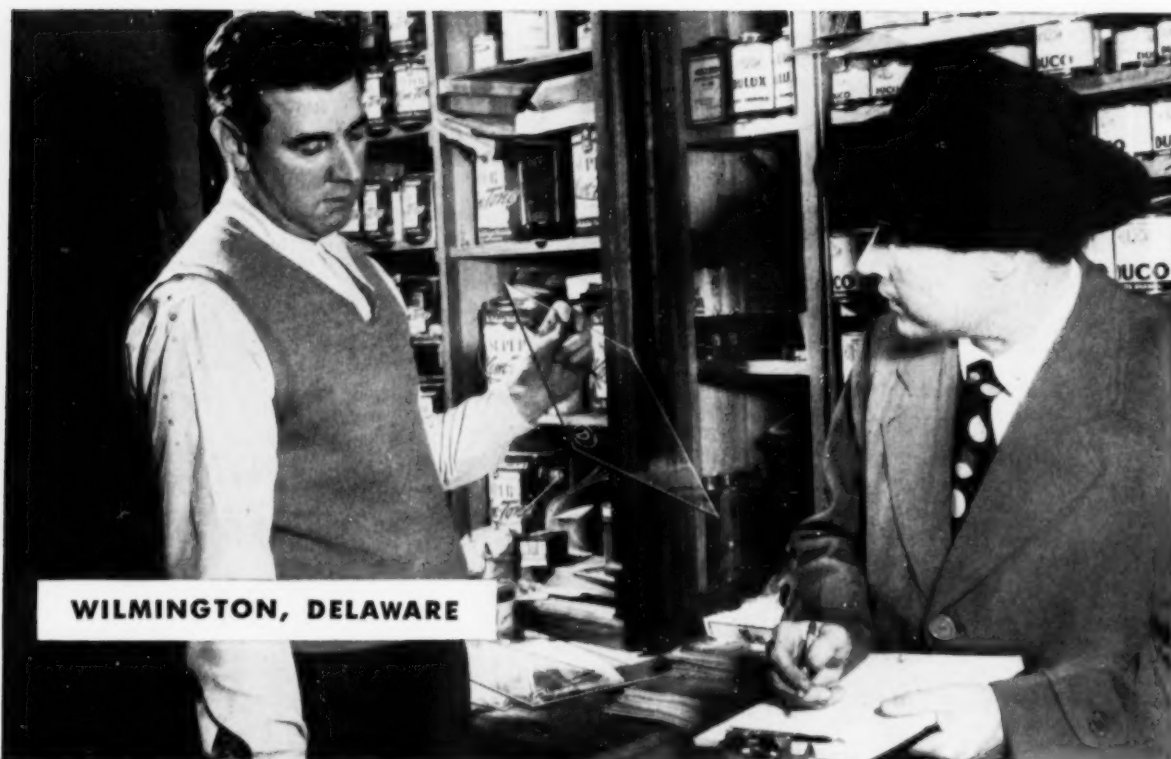
**HAMILTON MANUFACTURING CORPORATION  
COLUMBUS, INDIANA**

THE MORE YOU SHOW—  
THE MORE SALES GROW!



AVAILABLE NEXT MONTH! The "COSCO Merchandiser"—new, space-saving super display stand—the most effective and flexible ever, at a price you'll like! Ask your COSCO distributor.

**Metal Household  
Furniture**



**WILMINGTON, DELAWARE**

# L·O·F AGAIN GETS NOD IN "BLINDFOLD TEST"

**CHARLES J. NOONAN,  
OF NOONAN BROS. HARDWARE,  
says: "With Brand 'D'  
I got a smoother, sharper cut  
without any effort at all."**



Mr. Noonan cut four unidentified brands of single-strength window glass and instantly named Brand "D" easiest to cut. Brand "D" was L·O·F.

It's easier to cut L·O·F window glass into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

L·O·F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. So it's a safer buy for your customers, too.

## Try it yourself!

Practically every man who's taken this test has picked L·O·F, no matter whether he cut it first, last, or in between the other brands. Try it and you'll see why you have fewer bad cuts, less waste and more profit, with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits on Window Glass".

Write Libbey-Owens-Ford Glass Company,  
7133 Nicholas Building, Toledo 3, Ohio.



**LIBBEY·OWENS·FORD** the easy-to-cut **WINDOW GLASS**





# **Your TOOL SALES will ZOOM with a PROTO TOOL MERCHANDISER from KING HARDWARE COMPANY!**

**It's the SELF-SERVICE TOOL DISPLAY that BUILDS BIG VOLUME  
with LOW INVESTMENT!**



Mr. George Abercrombie, owner and manager of Abercrombie's Hardware and Appliance store, 2308 Cascade Road, Atlanta, Georgia, talks to one of his many customers who have found the Proto Tool Merchandiser a simple and easy way to select what they want in Proto Tools. Mr. Abercrombie says, "My tool volume has jumped amazingly since I installed Proto Merchandiser. Customers more often buy two or three tools instead of the one they usually buy when the tools are hidden away in bins. It's a wonderful simplification of self-service in tools!"

**SEE YOUR KING HARDWARE SALESMAN FOR DETAILS  
ON HOW TO GET YOUR PROTO TOOL MERCHANDISER**

## **KING HARDWARE COMPANY**

**490 MARIETTA ST.**

**ATLANTA, GA.**

# CLINTON HARDWARE CLOTH

*Sells* for a  
hundred and one uses

Hardware Cloth is manufactured and sold  
under the brand name CALWICO in the West.



**W**IDE utility range makes  
Clinton Hardware Cloth a year  
'round, steady-selling item. Comes  
in all standard widths and meshes;  
unrolls flat for easy handling. Lends

itself to eye-catching display be-  
cause it's supplied in attractive  
steel-banded rolls of 100 feet.

For additional information write  
or phone our nearest sales office.

**OTHER  
WICKWIRE  
HARDWARE  
PRODUCTS**

Sold Separately  
Insect Wire Screening

Fastener  
Door Springs

Clinton Hex  
Nuts, Washers

Wisco TV  
Boy Wire

Quick Mesh  
Door Springs

Wisco Flexible  
Wire Clothes Line

THE COLORADO FUEL AND IRON CORPORATION - Denver, Colorado  
THE CALIFORNIA WIRE CLOTH CORPORATION - Oakland, California  
WICKWIRE SPENCER STEEL DIVISION - Atlanta • Boston • Buffalo • Chicago  
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## WICKWIRE

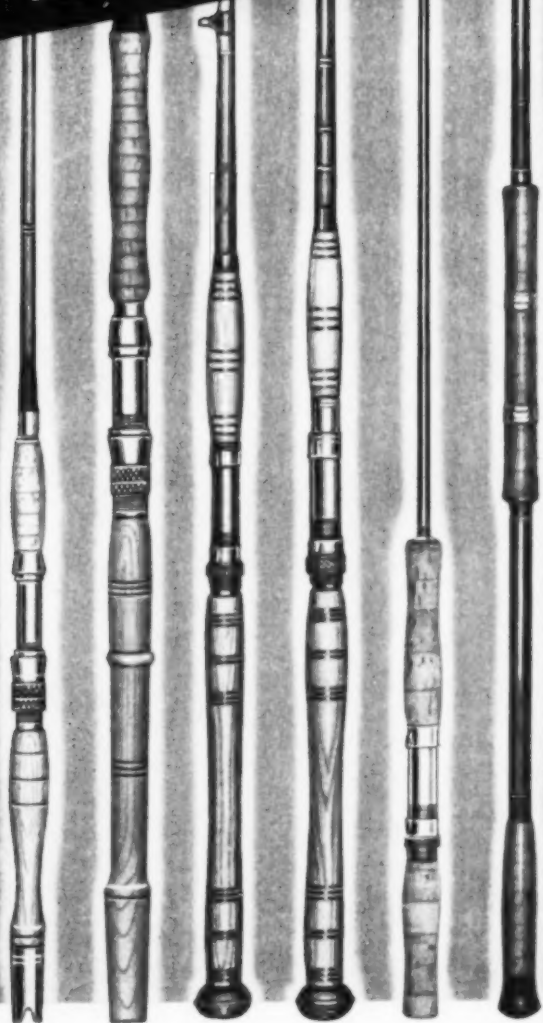


### HARDWARE PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION  
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Surf Casting — Trolling  
Boat — Spinning



4F 15C 3001 3015 6369 3869

**4F** Specification 4 oz., 5' tip, 18" butt, 4" forward grip, gimbal butt cap, Roller top, 6 guides. Daval seat. **\$42.50** Also in 6, 9, 12, 15 oz. weights.

**15C** Specification 5' heavy tip, 21" California-type butt, 11" forward grip, Roller top, 5 guides. Daval seat. **\$45.** Also in 4, 6 and 9 oz. weights.

**3001** 5-1/2' or 6' boat rod. 2-piece. 3 guides, supported angle top. **\$19.75**

**3015** Like No. 3001, but 1-piece tip with 21" detachable butt. Length 6' 9". **\$19.75**

**6369** Light salt water action spinning rod. Fixed reel seat in 15-1/2" handle. 2-piece, 5 guides. Length 7'. Handles up to 1 oz. lures. **\$24.95**

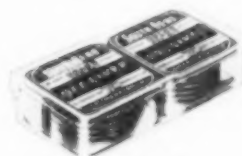
**3869** Joe Bates, Jr. spinning rod. Medium salt water action. 2-piece, 9' with 70" tip. 5 guides. For 1-1/2 to 3 oz. lures. **\$39.50**

# They Want South Bend Salt Water Tackle for Thrill-Packed Action



Smart anglers know that South Bend gives them that extra measure of thrill-packed action that only fine tackle provides. Here are rods built through experience—lures that are proven fish-getters—and lines unsurpassed. It's the tackle you can sell with confidence. See your jobber *now*.

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#### SENSATIONAL

#### FULLY AUTOMATIC

#### ROTARY POWER MOWER!

**\$293<sup>00</sup>**



**Be first in your area to demonstrate  
and sell the mower that**

**hunts for the grass and weeds it cuts  
— and cuts it unaided by human hands, rope  
or wire rigs, or electronic remote control!**

**cuts square corners, around trees and  
irregularly shaped borders!**

**cuts as it climbs or descends on reasonably  
uneven ground!**

**Greatest prospect finder in history!**  
This astonishing "grass finder" is not a  
novelty. It is built for heavy, continuous  
duty. It has been field-tested under almost  
every conceivable mowing condition.

**And we've proved, too, that it is the best  
prospect finder for the entire Fairbanks-  
Morse mower line ever to be developed!**



## BACKED BY **BIG** PROMOTIONAL PUSH!

Fairbanks-Morse offers you 1953's biggest opportunity to make money with mowers. You will have the advantage of

- A complete line—a mower for every need
- Priced to compete with all quality lines
- National advertising in popular magazines
- Workable cooperative local advertising program
- Sales literature—line folders, stuffers, cards, etc.
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- The undeniable influence of the name Fairbanks-Morse—known for 123 years as the name of dependable quality and fair dealing.

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Let's not fool ourselves. Competition will be far more aggressive. You need every advantage you can get for your bag of selling tricks. We could give you gimmicks galore, but nobody has ever found better selling tools than quality and price!

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If you want in on this deal, mail the coupon today!

#### Mail coupon for dealership facts

A Fairbanks-Morse Dealership in any line is a prize worth seeking. Now, with the addition of the "grass grinder" automatic mower to the line, the Fairbanks-Morse power mower line is more valuable than ever before. Find out now if there is one open in your area. Mail the coupon today.



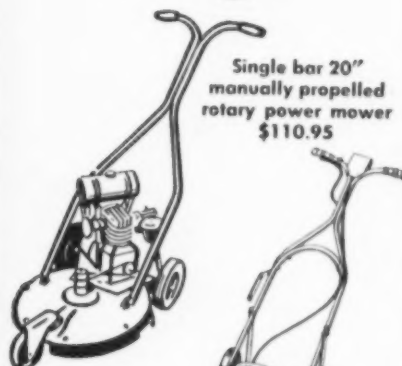
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WATER SYSTEMS • GENERATING SETS • MOWERS • HAMMER MILLS  
MAGNETOS • PUMPS • MOTORS • SCALERS • DIESEL LOCOMOTIVES & ENGINES

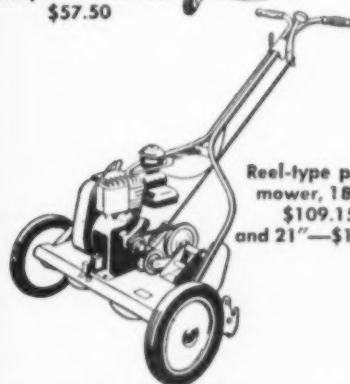


24" self-propelled,  
6 blade rotary power  
mower \$226.50



Single bar 20"  
manually propelled  
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\$110.95

Single bar 18"  
manually propelled  
rotary electric mower  
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Reel-type power  
mower, 18"—  
\$109.15  
and 21"—\$123.75

Also available: 24" self-propelled, high-wheel rotary mower for use in swampy ground. The 24-inch, manually propelled mower is available also with 12-blade disc. All prices F.O.B. Factory.

Fairbanks, Morse & Co., Chicago 5, Ill.

We are interested in full details of Fairbanks-Morse profitable mower dealership. Send your man soon.

Your name and title.....

Firm name.....

Address..... Zone..... RD.....

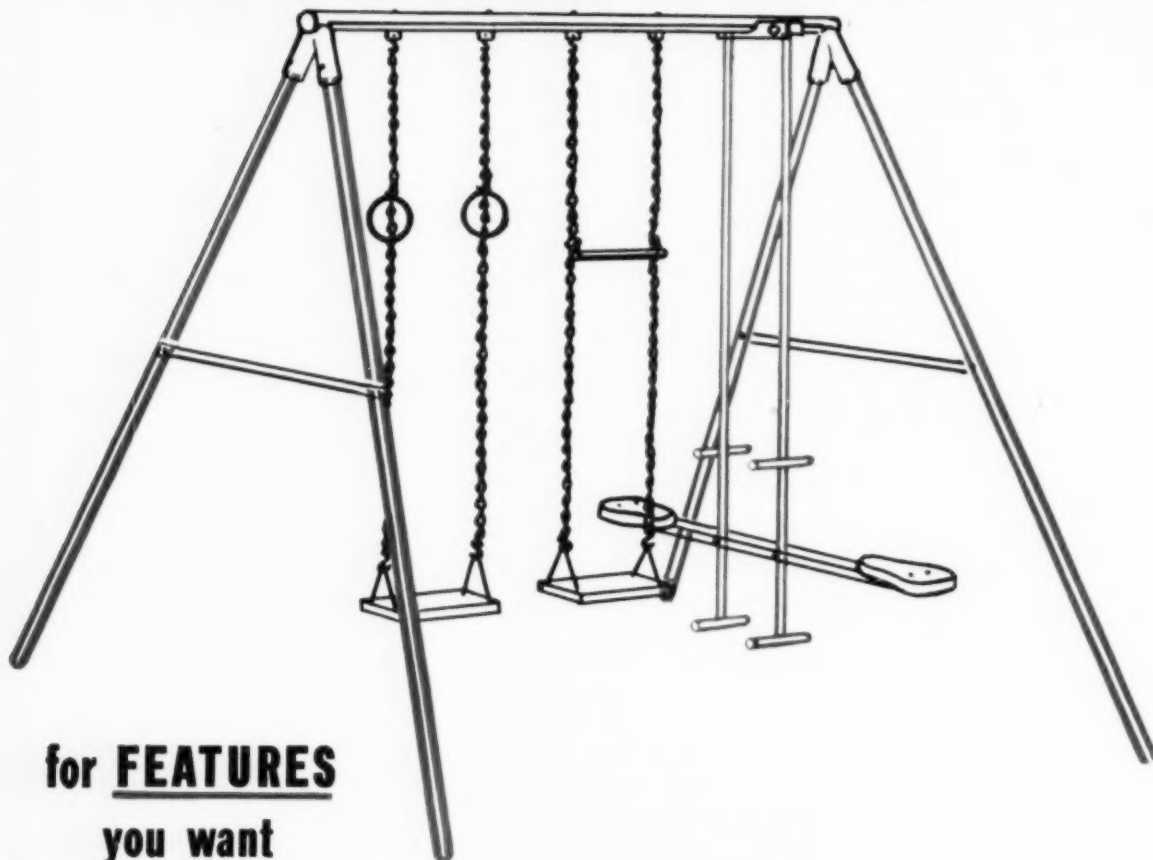
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**Today's Best Buy in Gym Sets**



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you want**

**...at a PRICE you want...**

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***SEE it... COMPARE it... and you'll BUY it!***

**WE ARE COOPERATING  
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HARDWARE WEEK!**

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424 E. PEARL STREET · CINCINNATI 2, OHIO**

# Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 122

March, 1953

No. 3

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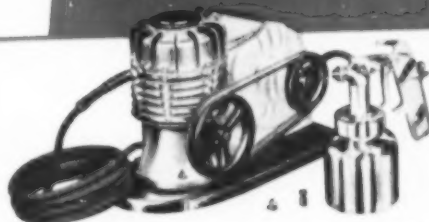
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SOUTHERN HARDWARE for MARCH, 1953

## The nationally known paint spray line!

### Speedy Sprayer

The brand your customers know and trust... the sprayers they've seen advertised for years in the Saturday Evening Post, Better Homes & Gardens, Popular Mechanics and other magazines. The line that sells best because it's built right and priced right.



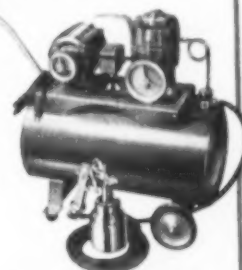
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# Business Trends

## AND PRICE CHANGES

### Business Activity Continues Strong in Year's First Quarter

WITH THE ENDING of price and wage controls business generally is taking a new lease on life, and there is every indication that the business climate will improve further with the lessening of government interference.

Factory production continues high. In mid-February, output of automobiles, appliances and other consumer goods lent added strength to business activity. Production all along the line generally is firm and appliance producers, particularly, expect a sizable sales gain during 1953.

One cause of the optimism is the favorable state of inventories, and the introduction of relatively new products such as home freezers, dryers and air-conditioners.

That business may decline to a somewhat lower plateau in 1954 has almost come to be expected in many quarters, but no one looks for a real depression in the modern sense. Economists speak of a "readjustment."

There are some present signs that may indicate that business may "readjust" to a lower level. The building industry is finding that the boom is about over. Residences are harder to sell and customers are resisting high prices.

Of all segments of the economy, the farmer is running into the most trouble. Net farm income is down with the result that farm areas will note first that the boom has passed its peak. Prices received from farm products in mid-February were 15 percent below the same month of 1951. Price supports, however, for cotton, corn and wheat will not allow a much further decline. And support of these crops as well as tobacco, rice and peanuts is assured until 1955 at 90 percent of parity.

Farmers, though losing some income, still hold a strong financial position when compared with any pre-war standard.

### Personal Income At High Level . .

PERSONAL INCOME in November was at an annual rate of \$276 billion, according to the Department of Commerce. For the first 11 months of 1952, personal income was at an annual rate of \$267½ billion, 5½ percent above the same month of 1951.

### Installment Debt Continues to Rise

AS CONSUMER INCOMES continued to expand expenditures for durable goods increased 12 percent in the fourth quarter of 1952. Consumer credit financed a part of the rise in consumption outlays, particularly for automobiles

and other durable goods.

Credit outstanding rose another 1.2 billion dollars in December to a total of 24.0 billion dollars at the end of 1952, 16 percent above a year earlier. Installment credit outstanding increased more than 600 million dollars over the month, and charge accounts outstanding increased approximately 525 million dollars.

### Net Farm Income Up Slightly in 1952 . . . .

YEAR-END ESTIMATES put farm operators' realized net income for 1952 at 14.3 billion dollars, up slightly from the figure published in October. Net income in 1952 was practically the same as in 1951, but was 15 percent below the record high of 16.8 billion dollars in 1947.

Gross farm income in 1952, now estimated at 37.3 billion dollars, was one percent higher than in the previous year. However, production expenses rose more than two percent to 23.0 billion dollars, and net income remained practically unchanged.

Cash receipts from farm mar-  
(Continued on page 98)

Geographic Division	% change in sales Dec. 1952 from		12 mos. 1952 from	% change in inventories Dec. 1952 from		Stocks-Sales Ratio		
	Dec. 1951	Nov. 1952	12 mos. 1951	Dec. 1951	Nov. 1952	Dec. '52	Dec. '51	Nov. '52
U. S. Total Sales	+14	+11	0	-4	-3	135	161	155
Hardware:								
South Atlantic	+13	-2	-2	-6	+5	253	303	237
East South Central	+18	+15	-1	-13	-1	203	275	236
West South Central	+23	-5	-1	+1	-2	264	306	232

Wholesale Hardware Sales and Inventories  
(From U. S. Dept. of Commerce Monthly Report)



# All Dressed Up for Sales

**UNION** HARDWARE COMPANY Roller Skates'  
New, Colorful Package  
with Eye- and Buy-Appeal



## Roller Skates

are dressed with a definite place to go — right into the waiting hands of your customers. Place this colorful (red-white-blue-yellow box) on your shelf and, presto! you've an eye-stopping advertisement — a point-of-sale producer.

Union Roller Skates are a terrific product to handle. For roller skates are staple — never deteriorate. You're not bothered with new models; worried over trade-ins. Yes — year after year, you sell Union Roller Skates to the younger generation.



Merrily they roll along  
on **UNION** No. 5's

You'll win every time selling Union Roller Skates with oscillating trucks with live rubber cushions plus the famous self-contained, double ball bearing wheels.

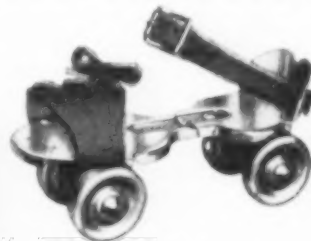


— the Sports Brand  
Millions Demand!

UNION HARDWARE CO.  
RAIN-BEAU PRODUCTS CO.  
JOSEPH T. WOOD CO.

BRISTOL HORTON, INC.  
THE SPRINGFIELD CO.  
THE T. H. WOOD CO.

\*\*\*\*\*  
Hurry and  
Dress Up your  
counters, shelves and  
windows with  
**UNION**  
Roller Skates'  
striking package  
— and watch your sales  
and profits zoom  
with the "right dress!"  
\*\*\*\*\*



Little Kids love  
*Lilliputians*

Union's Lilliputian Roller Skates are the perfect keyless skate for small fry learning "to roll." Heel and toe plates scientifically designed to fit children's shoes. High back and strong red leather heel and toe straps insure firm grip and safe skating.

**We must develop a strong  
and stable America as the**



# Price of Survival in a

**By A. LEE M. WIGGINS**

**Chairman, Atlantic Coast Line Railroad Co.**

**S**HORTLY AFTER President Eisenhower returned from Korea, a taxi driver in New York assured me with apparent satisfaction that everything was going to work out all right. Many observers agree that following the election there was a remarkable change in public attitude toward our domestic and international difficulties, and a greater confidence that our problems were on the way to being solved.

Public support of a new approach to our problems, national and international, under new leadership, was a most heartening development of the recent election. New hopes were raised and faith strengthened that we will be able to preserve and multiply freedom in a world that is threatened by enslavement and human degradation, without the catastrophe of an atomic war.

However, any complacency about present conditions and the prospects ahead constitutes a most dangerous attitude for the future well being and safety of this nation and for the preservation of freedom among men. The facts are that the further along we get in the struggle between freedom and communism, the more difficult becomes the task of preventing the spread of communism and the further away the time schedule for effective results reaches into the future. In the meantime, the possibility of an all-out war, starting accidentally in one of the many powder kegs around the world or by design of the communists, is a continuing and ever present threat.

## **An Easy Way**

For the past two decades, we have sought the easy way out of our national difficulties. We have tried to find pleasant and comfortable answers to our prob-

lems through the use of government deficits, artificial price raising, legislative wage raising, the multiplication of dollars, the redistribution of wealth through taxation and inflation, government guarantees and subsidies, easy money policies that encouraged the creation of debt, and many other substitutes for sacrifice and hard work.

Most of these things were done in the name of social progress and reform. It was a pleasant one way street. We were headed toward what appeared to be Utopia when World War II brought the threat of fascist domination of the free world.

## **Tragic Mistakes**

We mobilized our resources and leadership and attempted to purge the world of the virus of fascism which we thought at the time was the only serious threat to freedom. In this we were tragically mistaken. We were led to extend a friendly hand to a war ally who has now become a greater enemy to freedom than Germany ever was. This former ally has now embarked on a program to conquer and enslave the entire world by means of aggression and subversion.

The tragedy is that some of the spread of communism should have been accelerated on the wings of what was considered liberalism. Subversive elements were found in high places in our own government, hiding under the protective cloak of pseudo-liberalism and social reform. Even men of sincere good will were completely deceived.

Leaders in America and throughout the world could not believe the ghostly spectre of what they feared. Appeasement and compromise seemed at the time to be the only policies that would avoid a conflict which might engulf civilization. We were literally taken for a ride—leaders of state and common citizens alike—in this country and throughout the world.

The free nations liquidated the greatest military machine on earth at the end of World War II, while communist nations multiplied their military power.

REPRINTS up to five will be furnished without charge.

Larger quantities will be supplied at cost, 3c each.

W. R. C. SMITH PUBLISHING COMPANY

806 Peachtree St., N.E., Atlanta 5, Ga.

# Danger-Filled World

**NO. 4 of a series on problems  
of business and government**



Too late we discovered that the military might of communist aggression, augmented by subversion, threatened the world. Too late we discovered that there is no compromise between freedom and slavery, between truth and lies, between God and materialism.

And so, today, we find this nation in the role of leadership, desperately seeking to multiply the strength of free peoples throughout the world in order to save as much as possible of what is left from the communists and to meet successfully what may be civilization's greatest struggle to preserve freedom.

## **World-Wide Revolution**

Only now are we beginning to discover the full import of the social, political and economic revolu-

tion that has erupted with increasing fury throughout the world. We are witnessing bitter struggles among fiercely antagonistic groups in many nations, millions of people in revolt, seeking a new and better way of life. World-wide communication, particularly radio, continuously reveals to the most isolated communities throughout the world achievements and satisfactions that inspire people everywhere to a new hope for a better life. Mankind is on the march—destiny unknown.

The disillusioned peoples of many nations are ripe for the painted allurements of communism. Discontent with low economic and social status and racial prejudices provide the ferment in which communism flourishes. Governments based on oppression and poverty for the multitudes and power and privilege for the few are disintegrating throughout the world.

## **A More Positive Approach**

Our first objective was to prevent the further absorption of peoples and nations by the communists. It found expression in military action in Korea. For the most part, it is being carried out through a program of economic and military aid to countries that have demonstrated a desire and capacity to fight communism. Though successful in large measure, this



MR. WIGGINS, one of the South's most successful business executives, has had a notable career also as a banker and a newspaper publisher. Here are just a few of his many and varied business connections: Chairman of the Board, Atlantic Coast Line, Louisville and Nashville, and affiliated railroad companies; president and chairman, Atlantic Coast Line Co.; president, Trust Company of South Carolina; president, Hartsville (S. C.) Publishing Co.; director, American Telephone & Telegraph Co. He is a past president of the American Bankers Association, Southern Retail Merchants Conference, South Carolina Press Association, and many similar organizations. He has served as treasurer of the American National Red Cross, member of the Federal Reserve System's Advisory Council, and Under Secretary of the U. S. Treasury.

policy has failed in some countries because of our ineptness and a question as to our motives.

Whatever the success or failure of these initial efforts, we should re-examine and re-appraise them. We should now move to a more positive approach in which our efforts will be attuned to the aspirations and needs of particular countries. Our motives should be clearly revealed as being primarily to help people who want to preserve the freedom they have and are trying to achieve a more productive and more satisfying social, economic and political order under freedom.

Another objective has been to further mobilize and multiply the military and economic strength of free peoples so as to prevent the communists from over-running other parts of Europe and Asia as well as to form the base on which military success can be achieved if the communists resort to war. Here again our approach should become more positive, our objectives clearer and our motives defined in terms of preserving freedom and multiplying the opportunities for a better life for the peoples of cooperating nations.

Our task is to convince the rest of the world that our motives are to promote freedom for all as well as to preserve it for ourselves.

Until now, our objectives and methods have been largely of an emergency nature. We have adopted temporary expedients. We now face the tragic necessity of living dangerously in a danger-filled world for the foreseeable future. The greatest peril of all would be a complacent feeling that the situation will work out all right. We need to sustain courage of a high order in the presence of uncertainty as to the plans of the Kremlin.

We would like to find an easy and comfortable way out of this threat to our way of life and to the society of free men. We would like to pull the cover up over our eyes and blot out the ghastly prospect, but it is there, a reality and not a bloody nightmare.

#### **Harsh Realities**

Three unpleasant realities confront us: (1) that the communists have brought under their domination and control a large part of the world and are now attempting the conquest of the entire world; (2) that this country is cast in the role of world leadership, the exercise of which may determine whether an all-out military war may be prevented or, if it comes, may be won; and (3) that the clash and struggle of freedom vs. communism will go on and on for the indefinite future.

Recognizing the necessity for making long-range plans in the exercise of this leadership, part of our present task is to evaluate our own internal strength and weakness and prepare for the long pull. We should recognize that a large part of the financial and economic burden of this conflict has fallen on the United States and that the health of our economy has a profound effect throughout the world.

The success or failure of governments in many countries to remain free from communist domination will depend not only on our direct help but in some

measure upon the financial stability of this country and our avoidance of inflation or deflation. World progress and stability at the present time are more closely tied to the integrity of the American dollar than ever before.

#### **Areas of Weakness**

Evidences of financial and economic strength in this nation are well recognized, but our weaknesses have been obscured by the rapid developments of the past two decades. There are several areas of economic weakness, actual or potential, that have developed in recent years which require examination and evaluation and where positive national policy and action are needed. Attention is directed to five of these areas:

#### **Inflation - Deflation**

(1) In certain segments of the economy, inflation since 1940 has confiscated a substantial part of our wealth. During this period, the cost per unit of production has increased nearly 100%, while the physical volume of goods and services has increased only two-thirds as much. A dollar at the present time will buy only what 53¢ of the same dollar would have bought in 1940. The full impact of the destruction of part of our dollar wealth by inflation is yet to be felt in our economy.

While some increase in the dollar supply has been necessary to serve increased production, the excessive increase has resulted in the wasting away of nearly half of the value of the dollar within a twelve year period. However, any precipitate decline from the present plateau of prices and wages through deflation would be disastrous. On the other hand, further inflation would be explosive.

We are caught at a point where reasonable stability with a minimum movement either way appears to be the only hope of avoiding disaster. Whether we have the capacity, as well as the political and moral courage, to steer the economy on a reasonably even keel between inflation and deflation becomes the number one question in domestic, as well as in world economic affairs. Required are sound fiscal and tax policies, proper monetary and credit control and judicious management of the public debt, all backed by a determined administrative and legislative policy of government.

#### **Controlling The Budget**

(2) We find ourselves with a government debt unparalleled in amount and proportions and a federal budget around the \$80 billion level and not balanced with revenue. Taxes of all kinds absorb some 30% of total national income. We appear to be stretching to the limit the capacity of our economy to service government. We have been able to withstand this burden in part through the confiscation of part of our dollar wealth and through eating up some of the "fat" previously accumulated.

Further government expenditures are projected near the current rate. How long and to what extent



# it's the new "Lucky 7" fishing vest by RED HEAD

**\$5<sup>95</sup>**  
retail

The Red Head tag is your guarantee of merchandise that will satisfy your customers and promote your store as the place to go for the finest quality and best values.

*This is a*  
**GENUINE**  
**RED HEAD**  
PRODUCT

## A Bargain for Fishermen—A Traffic Builder for Dealers

Here at last is a fishing vest every fisherman can afford! The "LUCKY 7" fishing vest has the most essential features to attract the mass market of men who could never afford a fishing vest before. It's RED HEAD quality throughout in rich, Pine Green, Water Repellent Poplin. The "LUCKY 7" will make new customers for you by bringing fishermen into your store that prices stopped before... and yet the features and quality are so terrific that even your best fishermen will want it! You've got to see this new RED HEAD vest to believe it!

## New Red Head Creels...for Fast Action Over Your Counter

These new RED HEAD canvas creels are specially designed to fit in every fisherman's budget... everything about them sings a song of profits for RED HEAD dealers... price, utility, quality enhanced by Sea Mist Green and Forest Green two-

tone Waterproof Duck construction spell customer satisfaction. Again RED HEAD gives you merchandise that builds up your store's reputation for top values at prices that roll up store traffic. To be first in your market, lead with the RED HEAD line.

**\$2<sup>00</sup>**  
retail



"BROOKIE"

**\$3<sup>25</sup>**  
retail

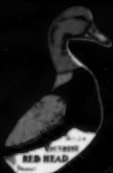


"RAINBOW"

**\$5<sup>00</sup>**  
retail



"BIG CHINOOK"



**RED HEAD BRAND COMPANY**

4300 West Belmont Avenue • Chicago 41, Illinois

our domestic economy can stand such a drain without producing dangerous cracks remains to be seen. We can avoid this danger by bringing the budget down to manageable proportions and at the same time meeting defense needs and maintaining a stable economy. Such a program is believed by competent students to be possible if vigorously pursued by leaders in government and properly supported by the public.

#### Threats to Corporations

(3) Part of the accumulated "fat" of our economy is being consumed through a capital levy on our productive machine, a combined product of inflation and the tax structure. Depreciation charges on productive plant and equipment provide only one-third to one-half of the reserves required to replace such facilities. The remaining part of the cost of such replacement constitutes, under our tax laws, a capital levy. Such replacement must be provided by new capital or borrowed dollars or out of earned net income.

Net income in the case of corporations is income that is left after paying Federal income taxes of 52% to 82%. Many corporations that show a net income after taxes would show little, if any, net income if the full dollar replacement costs of depreciation of plant and equipment were charged as an expense. In addition, this unrealistic and inflated net income of corporations after taxes becomes subject to a graduated income tax when distributed to individual share owners.

The net result is that share owners in many corporations receive little, if any, economic net gain from their investments in common stocks. The incentive to corporate share ownership is becoming weaker and, in time, the corporate form of enterprise will begin to disintegrate unless there are changes in our tax laws. The corporate form of business is the foundation of the private enterprise system. The alternative is nationalization.

#### Social-Economic Programs

(4) Within the past two decades, this country has embarked on many programs with social-economic objectives, the full impact of which cannot be measured as yet. Some of these programs are socially desirable and represent human progress. Others fit into the pattern of state socialism.

Subsidies and payments by government under some of the programs have no sound economic basis and represent a financial drain on the taxpayer without a compensatory public benefit. As illustration: a large part of the billions of dollars of tax money that has been spent in the name of improved waterways and the development of electric energy, represents a perversion of sound economic theory for the benefit of favored groups and to the hurt of others.

The increasing heavy drain on the Federal Treasury from social-economic outlays at a time when budgetary needs strain the financial capacity of Government requires a re-examination and re-evaluation of them in terms of costs to the taxpayer as

compared with resulting public benefits. Political courage of a high order will be required to reduce or discontinue many of these programs. Some of them are political dynamite.

#### Industrial Warfare

(5) As we strive to find answers in our quest for world peace, we should also attempt to discover a substitute for labor-management wars that imperil the national welfare. A strike or lockout is a form of economic war. Use of force to resolve economic issues seldom yields a fair and just result. As labor-management relations in this country reach maturity, there will come a measure of our capacity and intelligence to find in reason and justice a substitute for economic warfare.

The giants on both sides in such contests have at their mercy the welfare of the American people and sooner or later will come a test in which the rights of all of the people must be recognized as supreme over the rights and power of any economic group. Economic warfare can destroy the foundations of the private enterprise system and democratic government. Ways of peace must be found to replace the losses and hardships of industrial warfare.

#### Conclusions

I would say, in conclusion, that the hour for temporary expediency in our national life has passed. We should now look beyond the horizon. Our peril is great and danger may be nearer and greater than we think. We must develop our full strength, military and economic and also moral and spiritual. We should gird ourselves not only with military might but with the courage to act on the basis of moral convictions that spring from spiritual resources. We should promptly eliminate any serious weaknesses in our national life, actual or potential.

Our new President brought a timely challenge to American leadership when he said shortly before Christmas 1952: "It is my conviction that the great struggle of our times is one of spirit. It is a struggle for the hearts and souls of men . . . it is a contest for the beliefs, the convictions, the very innermost soul of the human being."

No. 5 of this series

*"Let's Bring Government Back Home"*

By Allan Shivers

will appear in the April issue

Reprints of previous articles in the series are available:

"How Much Government Shall We Hire?"

by Laurence F. Lee

"Freedom Demands a Solvent America"

by Senator Harry F. Byrd

"Opportunities for Tax Reduction"

by John W. Hanes

# THERE'S MORE SELLING POWER

## in a *Worcester* MOWER

Worcester has a wonderful reputation for precision quality and performance that goes back more than half a century. That's a lot of mower-making experience! And today's Worcester power mowers are the finest ever made!

Your customers instantly recognize this Worcester quality. They've heard about it for years, they can see it in your display model—and they read about it in their favorite magazines. This Spring, interesting Worcester ads appear in the following big-circulation publications: Saturday Evening Post, Better Homes and Gardens,

House Beautiful, House & Garden, Sunset, Popular Mechanics, Mechanix Illustrated, Popular Science, Country Gentleman, Farm Journal, Home Garden Guide, Flower Grower and Popular Gardening.

The design, the engineering, the famous name, the advertising—they all make it easy for you to sell Worcester! This Spring, profit from this popular line. Today...ask our nearest wholesale distributor for your copy of the colorfully illustrated detailed catalog of Worcester power and hand mowers.



*Here's what we mean by SELLING POWER!*

**The Worcester ROTOR MASTER\*—Model 810**

Safety-slip clutch and v-belt drive save blade and motor from shock and strain • Powerful Briggs & Stratton engine, 4-cycle, 1.6 h.p. • Engine balance-poised, plus extra large rear wheels for easy maneuvering • Rugged steel deck reinforced for rigidity, for long life and freedom from vibration • Propeller-pitched blade draws matted grass up, turns cuttings into mulch

• Exclusive "Sta-Temp" process gives blade extra toughness and edge-holding qualities • Rotor shaft ball bearings and wheel bearings lubricated for life • Special design of housing permits flow of air under mower from front to back, greatly increasing efficiency in cutting and expelling grass • Mower cuts wider than its own tread, trims close to walls, walks, etc.

\* Reg. U.S. Pat. Off.

### THE *Worcester* COMPLETE LINE

#### 4 POWER MOWERS

- 21" Worcester SHEAR MASTER\*  
Model 900 (reel type)
- 18" Worcester POWER MASTER\*  
Model 750 (reel type)
- 20" Worcester ROTOR MASTER\*  
Model 810 (rotary)
- 18" Worcester DYNA MASTER  
Model 700 (electric, reel)

#### 4 HAND MOWERS

- 16" and 18" Worcester SHEAR\*  
Model 600
- 16" and 18" Worcester MASTER\*  
Model 550
- 16" Worcester WILSHIRE  
Model 450
- 16" and 14" Worcester WINDSOR\*  
Model 350

Models 900 and 750 available with retrievable starter at slight additional cost.



WORCESTER LAWN MOWER COMPANY  
Division of Savage Arms Corporation • Chicopee Falls, Mass., U.S.A.

# HARDWARE

## INDUSTRY NEWS

### Allington Promoted by Colorado Fuel & Iron.

H. C. ALLINGTON has been elected vice president in charge of sales of the Eastern Division of The Colorado Fuel & Iron Corp., with headquarters in New York City. He will supervise sales of all



H. C. Allington

products manufactured by Colorado Fuel & Iron and its subsidiaries, including the recently acquired John A. Roebling's Sons Corp.

Mr. Allington has been general manager of sales of the Wickwire Spencer Steel Division of Colorado Fuel & Iron since 1947. Before joining this firm as a sales executive in 1943, he served as eastern district manager of the Sharpsville Boiler Works, then as sales manager of the Oil Products Division of American Machine & Metals.

### Stanley Works Holds Sales Conference . .

SALES representatives from all territories in the United States and Canada, and members of the sales and export department of The Stanley Works hardware division attended a 3-day sales conference, January 5-7, at the

home office in New Britain, Conn. It was the first general sales conference in five years and was called to introduce several new lines of hardware and new merchandising programs.

George P. Merrill, general sales manager, and Carl S. Bauman and Curtis W. Christ, assistant general sales managers, presided at the meetings.

### Amann Appointed to Managerial Post . .

A. CHARLES AMANN has been appointed sales manager of the Industrial Products Division of the Independent Lock Co. and the Lockwood Hardware Mfg. Co., both of Fitchburg, Mass.

In his new position, Mr. Amann will direct sales of all products manufactured by both companies. His appointment crystallizes the plans of the two companies to consolidate their industrial sales programs under a single, separate division. Mr. Amann will make his headquarters at the general offices in Fitchburg.

Before joining Independent Lock Co., Mr. Amann served as general sales manager of the Stamford, Conn. and Salem, Va. divisions of the Yale & Towne Mfg. Co., and



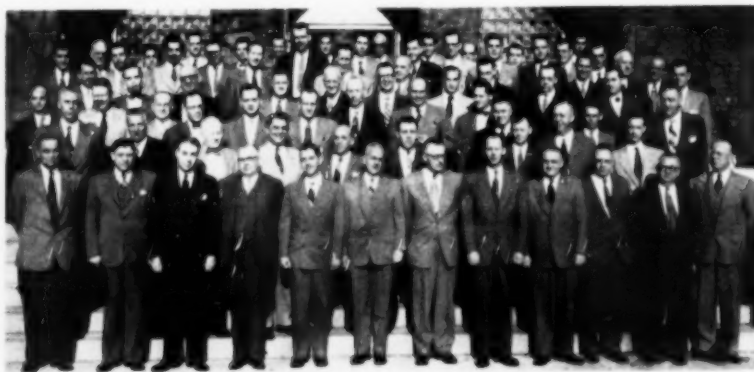
A. Charles Amann

as vice president in charge of sales and advertising for the Illinois Lock Co.

### Anderson Resigns Nat'l. Lock Advertising Post .

LEE ANDERSON recently resigned as assistant advertising manager of the National Lock Co., Rockford, Ill., to accept the position as general sales manager of the Yoder Manufacturing Co., Little Rock, Ark.

Mr. Anderson joined the National Lock organization in 1940, spent from 1944 to 1946 in the U. S. Army, and then returned to the former company in 1946.



Stanley Works sales representatives attend sales conference



# U-S-S Dealers: Use these *free advertising mats* to help boost your sales

**Why American Fence lasts so long...costs so little per year**



U-S-S American made with features designed to give extra ruggedness to shape—extra rust-to withstand wear

**1. HINGE JOINT**  
Hinge Joint Construction provides flexibility to withstand pressure. Long-Life Wire is galvanized to prevent rust.

**2. TENSION CURVE**  
Tension curve helps you stretch the fence tight. Allows for expansion and contraction in hot or cold weather.

**3. AC SP**  
Accurately full 1 uniform spaced on every rod

**BY EVERY TEST**

**AMERICAN BARBED WIRE**

**PROVES ITS REAL VALUE**  
Because of its tensile strength—regularity of twist—quality of finish—tarnish and sharpness of barbs—American Barbed Wire is recognized everywhere as America's big value in barbed wire.

**There's more U-S-S American Fence in use than any other brand**

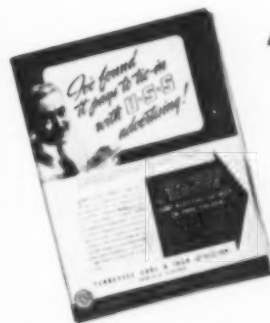
**... It must be Good!**

This sturdy fence has won the approval of American Farmers because it lasts so long, with so little upkeep. That means lower fence costs and less time and money for repairs. Come in and let us show the features that make U-S-S American Fence so durable. From our big stock of fence you can choose just the right fence for your needs.

**DEALER'S NAME**

T.C.I. carries on an extensive advertising program on radio and in leading farm magazines on behalf of American Fence, Tennessee V-Drain Roofing, American Barbed Wire and other U-S-S Steel Products sold in your store.

You can tie in your own local newspaper advertising with the T.C.I. program . . . and step up your sales . . . by using advertisements like these shown here. Mats or electrotypes of advertisements on all the U-S-S Steel Products you sell are available in a variety of sizes free of charge. They are shown in T.C.I.'s Advertising Mat Book which will be sent to you free on request. Send for it today. Then you can tie in your Spring and Summer advertising program with ours to lead customers for U-S-S Steel Products to your store.



Advertising  
Mat Book

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL CORPORATION • GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA



**U-S-S AMERICAN FENCE**  
**U-S-S TENNESEAL V-Drain ROOFING**

**UNITED STATES STEEL**

### W. G. Rector Elevated to True Temper Post .

W. G. RECTOR was elected executive vice president of True Temper Corp. in January. Manager of True Temper's largest plant at Charleston, West Virginia, for the past four years, he started with the corporation as manager of its



W. G. Rector

Evansville, Indiana, Works in 1943, after several years of experience in mail order merchandising, advertising and retail sales at Montgomery Ward.

Mr. Rector, 37, is the son of W. W. Rector, president of True Temper.

### Wood Announces Purchase of Iwan Bros., Inc. . . . .

THE WOOD SHOVEL & TOOL CO., Piqua, Ohio, announces the purchase of Iwan Bros., Inc., South Bend, Indiana. The purchase by Wood includes all physical assets and production facilities, including patents, trade names and trade-rights of the Iwan firm. The Wood Shovel & Tool Co. has manufactured shovels, spades and scoops for over 50 years, while Iwan has manufactured Iwan hardware specialties for 75 years.

The management of Wood particularly emphasizes that genuine Iwan augers and diggers will not lose their trade mark identity, due to this change in ownership. These

tools will be furnished under the original Iwan brands with established markings as heretofore.

The Wood Shovel & Tool Co. will manufacture, in its Piqua plant, all of the items formerly furnished by Iwan that do not duplicate Wood's own current production. These Iwan tools are in production at the Piqua plant and no delay in shipments will be encountered. Iwan distributors become a part of the servicing organization of The Wood Shovel & Tool Co.

### Stanley Tools Announces Staff Changes . . . . .

C. K. FREEDELL, general sales manager of Stanley Tools, New Britain, Conn., announces the following changes in personnel:

Girard H. Story, assistant general sales manager, and Bart J. Grogan, sales representative, have retired from active service. Mr. Story, who will be 70 in April, has been in the hardware business for 52 years, 50 of them with Stanley Tools, where he started as an office boy in 1900. Mr. Grogan has served with Stanley Tools for 42 years.

Charles L. Lohmeyer has been appointed assistant general sales manager, succeeding Mr. Story. He joined Stanley Tools in 1933 in the production department and two years later was transferred to the sales department. In 1938 he became a junior salesman and, after



Charles L. Lohmeyer



Story

Grogan

serving two and a half years in the Armed Services, returned to take over the Los Angeles territory in 1947. In 1950 he was appointed assistant sales manager of Stanley Tools and has been located in the home office in New Britain since that time.

Frank W. Blackston, who on September 1, 1952 was given the territory of Mississippi, Louisiana, Oklahoma and Arkansas, will now cover Memphis, Tennessee, in addition to the above mentioned states. Mr. Blackston joined Stanley in 1951 and following his factory training and sales work did missionary selling in the southern states.

### Embury Retiring from Lantern Industry . . . .

THE EMBURY MANUFACTURING CO., Warsaw, N. Y., is retiring from business after 44 years in the lantern industry. The long-term decline in the domestic market for lanterns and an accelerated falling off in the export trade were the main reasons for this year-end action.

The company was founded in 1908 in Rochester, New York, by William C. Embury. Mr. Embury moved the company to Warsaw in 1911, resuming operations in a new, modern, one-story plant built by the Warsaw Improvement Co. and acquired by the Embury Manufacturing Co. through a long-term purchase contract.

In 1930 the company purchased



## MODERN WAY TO Package a Hardware Store!

Today the store with the streamlined layout has a definite edge over old-fashioned competition.

For today's busy customer demands convenience. The store that's arranged to help him find what he wants quickly and easily, with merchandise neatly displayed, will get his business. He hasn't time to hunt for wanted items or wait for a clerk to fumble through a drawer.

RB&W's "upside-down" packages help you give your customers the convenient service they want in fasteners. These smart, red-and-green packages stand out on your shelves . . . feature one product to a box with labels that tell you exactly what's in them (big, black type, white background, with the product pictured).

When you fill an order from one of these unique boxes, you simply take off the top, and there are your fasteners in the lower part of the box, with the label reading right side up. You can't spill the contents, and there's no mix-up as to what's in the boxes. Here's modern, efficient packaging for up-to-date hardware retailing!

Feature a complete department of RB&W top-quality bolts, screws, nuts and rivets. They're great hardware staples that build traffic for everything you sell, as well as top sellers in their own right. And they are one of the few profitable, fast turnover items you can stock in quantity without worrying about style changes or deterioration.

For fasteners that move fast, order the complete RB&W quality line today.

108 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG



### RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Pittsburgh, Detroit, Chicago, Dallas, San Francisco. Sales agents at: Portland, Seattle.

Available at Leading Wholesale Hardware Distributors from Coast to Coast

SOUTHERN HARDWARE for MARCH, 1953



the manufacturing equipment of the Defiance Lantern & Stamping Corp. of Rochester, N. Y., a firm that had been organized by W. C. Embury in 1900.

The property and equipment will be taken over by the R. E. Dietz Co. of Syracuse. There has been no announcement concerning the Dietz plans for the immediate future.

### Berger Appoints Riley To Southwest Post . . .

**APPOINTMENT** of Frank A. Riley, Jr., of Dallas as district sales representative for the new Republic Steel Kitchen line is announced by Berger Mfg. Division, Republic Steel Corp., Canton, Ohio.



Frank A. Riley

Mr. Riley will organize distributorships in Texas, Oklahoma, Arkansas and portions of Tennessee, Kansas and Louisiana for the Berger Manufacturing Division in the first ore-to-store project of a major steel producer. For the past 18 years he was with the sales force of the General Electric Company, first as a salesman and more recently as a district representative in Texas, Oklahoma and Arkansas. With several other district representatives, Mr. Riley recently took part in an intensive sales training program at the Canton plant of the Berger Division, where the new steel kitchens are fabricated.



Charles K. Nichols

### Stanley Appoints Nichols Magic Door Div. Manager

**THE APPOINTMENT** of Charles K. Nichols as sales manager of the Magic Door Division has been announced by Henry V. Pelton, vice president of the hardware division, The Stanley Works, New Britain, Conn.

Mr. Nichols has been sales promotion manager of the Magic Door Division since joining Stanley in February, 1952. He was formerly sales manager of the Reflectal Corp., now a division of Borg-Warner Corp.

### Colorado Fuel Completes Purchase of Roebing . . .

**THE COLORADO FUEL & Iron Corp.** has completed the acquisition of the plants, inventories and busi-

ness of John A. Roebing's Sons Co., Trenton, N. J. The Roebing properties will be operated by John A. Roebings' Sons Corp., a newly-formed and wholly-owned Colorado Fuel & Iron subsidiary.

At a meeting of the board of directors of the new Roebing Corp., held in Trenton, Charles Allen, Jr. was named chairman of the board; A. F. Franz was named president; Charles Roebing Tyson, executive vice president. The present eleven members of the Colorado Fuel & Iron Corp. board of directors were elected to the Roebing corp. board of directors, in addition to Mr. Tyson. Mr. Franz is president of Colorado Fuel & Iron, and Mr. Tyson served as president of the Roebing concern from 1944 until its acquisition by Colorado Fuel & Iron.

### Lowe Bros. Conducts Sales Conference . . .

**OVER 125** district sales executives, salesmen, division and branch managers of The Lowe Brothers Co., Dayton, Ohio, assembled for a 3-day sales conference recently. The group toured the firm's lacquer and varnish, and paint factories, noting the research program, quality control and new methods of production employed in the manufacture of the firm's paint products. Advertising plans and an active sales program for 1953 were introduced at the meeting.

(Continued on page 90)



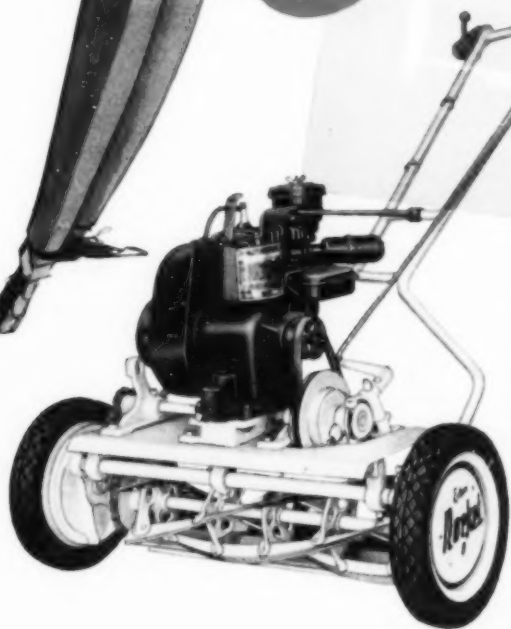
Branch managers attend Lowe Bros. sales conference



# Open Door to Profits

## in a Buyer's Market

● For 53 years, buyers have demanded the performance, rugged dependability, exclusive features, economy, service and parts availability of...



Tornado 800-36"



Rolloway 25"



Parkhound 21"



Model L-16" and 18"



Zephyr 16"



Rotary/Power or  
Hand Propelled  
Models



Vague 16" and 18"



Lark 18"



Arlington 16"

# Eclipse

## LAWN MOWERS



Speedway 32"

● From sales-making Rocket to the new Rotary—there's an Eclipse for every purse and purpose. Millions of satisfied users endorse the unmatched value of the World's Best Lawn Mower. Powerful national advertising and potent promotion backed by exclusive features will turn a discriminating buyers' market into volume and profits for you.

Write for the full story of Eclipse Lawn Mowers and the Eclipse Franchise.

### THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation

5703 Railroad Street

Prophetstown, Illinois

*Model names are registered trademarks of The Eclipse Lawn Mower Co.*

# Profit

is more than a word  
with  
South Bend Croquet

A substantial retail markup can mean a profit. To South Bend dealers this markup produces greater profits because it is multiplied by quicker, easier sales. There are 7 big reasons why South Bend Croquet sales come easy:

1. Deliveries—The largest croquet manufacturer ships promptly.
2. Popular price—Meets family budget allowances.
3. Profit margin—Big retail markups make South Bend sales worthwhile.
4. Quality—Rock maple knurled balls, knurled mallet heads, screw-in handles. Colorful, practical racks.
5. Complete line—12 models for every family purse.
6. Guarantee—Replacement of mallets and balls against defects.
7. Nationally Advertised—A known and accepted line.



Write for 1953 catalog and name  
of nearest jobber

#### SALES REPRESENTATIVES

*East*—Julius Levenson, 7 East 17th St., N. Y.  
*South*—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.  
*Midwest*—South Bend Toy Mfg., So. Bend, Ind.  
*Calif. & S. W.*—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.  
*Denver & Pac. N. W.*—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.  
*Export*—Affiliated Exporters, Inc., 10 East 34th Street, New York City

**SOUTH BEND TOY MFG. COMPANY**

Dept. 5H3, South Bend 23, Ind.

**SOUTH BEND**  
*Croquet*

## WHOLESALE NEWS

### Morrow-Thomas Names Two New Directors . .

TWO NEW MEMBERS of the board of directors of the Morrow-Thomas as Hardware Co. of Amarillo, Texas, have been installed as a result of action taken last Jan. 19.

The new directors are Jerome Stocking and Don Cates.

In addition to being elected to the directorate, Stocking was advanced to the position of vice president and sales manager and Cates was made secretary of the firm.

There are no changes in other officers of the firm. C. W. Hill of Abilene continues as president and Paul Meador remains in his post of vice president and general manager.

### Announces Formation of The McDonough Co.

FORMAL ANNOUNCEMENT has been made of the formation of The McDonough Co., manufacturers' agents with headquarters in Jacksonville, Fla. The company succeeded, on January 1, 1953, the W. Bert McDonough Co., Inc., which under the direction of W. Bert McDonough, had served as

manufacturers' agents in the Southeast for more than 15 years. Mr. McDonough passed away suddenly in August, 1952.

Partners in the new company are Willard Ihlefeld, Bert Powell and Jib Threlkeld. Mr. Ihlefeld travels out of Jacksonville. Mr. Powell makes his headquarters in Richmond, Va., and Mr. Threlkeld is located in Birmingham, Ala.

According to the announcement, the company will operate with the same personnel, with the main office located, as formerly, at 1201 San Marco Boulevard, Jacksonville 7, Fla. The company will continue to handle the same lines.

### Lenk Appoints McAvoy Southern Representative

The C. J. McAvoy Company, 1321 Southern Barksdale, Memphis 6, Tennessee, has been appointed sales representative for Tennessee, Alabama and Mississippi by The Lenk Manufacturing Co., Boston 15, Mass.

Mr. McAvoy will call on the wholesale hardware trade with the complete line of blottorches, electric soldering irons, solders and soldering fluxes.

(Continued on page 88)



Partners in The McDonough Co., manufacturers' agents with headquarters in Jacksonville, Fla., are, left to right: Willard Ihlefeld, Bert Powell, and Jib Threlkeld. The new company is successor to the W. Bert McDonough Co., Inc.

Ogee and Half-Round,  
smooth or stipple-  
embossed.



**The Glamor Gutters with  
that Quick-Sell Gleam!**

## REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

- **Rustproof** — at far less cost than any other rustproof gutters!
- **Need no painting** — permanently beautiful; cannot cause stain!
- **No soldering** — customers pick 'em up, put 'em up themselves!

### STOCK THESE OTHER PROFIT-MAKERS...

#### Reynolds Aluminum Reflective Insulation

High efficiency plus perfect vapor barrier at low cost. Rolls of 250 sq. ft., 25", 33" and 36" wide.



**Reynolds Lifetime Aluminum Nails**—rustproof, non-staining. Nearly three times as many nails per pound. In handy boxes and fibreboard kegs.



**Reynolds Lifetime Aluminum Flashing Display carton** of ten 18" by 4' sheets makes this a quick-selling take-home item. Also in rolls and flat sheet.



Watch that "I buy" gleam light up in a homeowner's eye when he sees these gutters...either in your full-length stock or in the handsome sample-section display (check coupon for details on this). They're a take-home deal...he can put 'em up himself. That means quick turnover, fast profits. Remember, it rains everywhere...the gutter market is big. Stock Reynolds *Lifetime* Gutters...show 'em...watch them sell! Mail the coupon.

**Reynolds Metals Company, Building Products Division, Louisville 1, Ky.**

### Mail This Coupon

Reynolds Metals Company, 2026 So. Ninth St.  
Louisville 1, Kentucky

Please send me full information on

- ☐ GUTTERS AND DOWNSPOUTS  
☐ REFLECTIVE INSULATION

- ☐ NAILS  
☐ FLASHING

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



# REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC Television Network. HEAR "Fibber McGee and Molly," Tuesdays, NBC Radio Network.

# A SURE SIGN OF PROFITS FOR YOU...

*and satisfaction  
for your customers!*

The DIXISTEEL sign on every roll of this famous fence means a fair and reasonable profit to you and lasting satisfaction for your customer.

With cattle farming increasing all over Dixie, it will pay you to make your store headquarters for DIXISTEEL Fence, Barbed Wire and Staples.

See your wholesaler or write us today for full information on the complete DIXISTEEL Fence line.



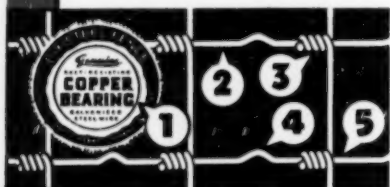
## THIS ADVERTISING WILL HELP YOU SELL

DIXISTEEL Fence is advertised regularly in these Southern farm publications with a total circulation of 1,399,688.

**Progressive Farmer**  
**Florida Grower**  
**Southern Livestock Journal**  
**Georgia Farm Bureau News**  
**Florida Cattleman**  
**South Carolina Farmer**  
**Tennessee Farm Bureau News**



## SELL THE FENCE THAT HAS ALL FIVE FEATURES!



- 1 Genuine Copper-Bearing steel wire, rust-resisting through and through
- 2 Crack-proof zinc armor for further protection from devastating rust
- 3 Four-wrap, hinge-joint construction keeps stay wires from slipping
- 4 Tension curves in line wires allow for expansion and contraction
- 5 Full-size wires, accurately and correctly spaced, to provide uniformity

**ATLANTIC STEEL COMPANY — ATLANTA, GEORGIA**



Bobby German, left, explains the operation of a new rotoplane to a youthful customer



## HOBBY SUPPLIES—

for year-round profits

By Theron Garvin

**Y**EAR-ROUND merchandising emphasis on hobby supplies has developed that line into a leading source of profits for Stuart's, Inc., hardware dealers in Beaumont, Texas. This specialty line is so important to the store that J. W. Stuart and his employees are continually at work in an effort to uncover additional specialties and merchandising ideas that will attract new customers to the store.

Atmosphere plays a large part in the store's pro-

motion. For instance, when a customer enters the store to browse around, one of the employees will immediately start one of the model cars or airplanes, so that the visitor can see them in action. This display never fails to draw other customers into the hobby department, and many extra sales result.

To capitalize on the many model airplane contests held in the Beaumont area, Stuart maintains a \$2,000 stock of model airplane kits. A complete list of the different contests is posted in the store, and often the trophies are borrowed for display in the store window. When a customer purchases a model kit and expresses a desire to enter one of the contests, Stuart obtains contest rules and applications and assists the youngster in every way possible.

The store's service man attends all local contests and offers his aid to any contestant who may have trouble starting his model. In case of accidents, he works vigorously to help get the damaged model-



Having accompanied a youngster to the hobby department, an older customer purchases a wood carving set



When youngsters visit the hobby department, they are shown as many different models and items as they want to see, even though they do not have the money to buy hobby supplies at the moment. The majority of these interested young customers later return with their parents and purchase the items they have selected.

els back into the contest. This service has built customer goodwill throughout the entire neighborhood.

"We consider our model kits, handicraft materials, toys and electric trains as part of our hobby department," Stuart pointed out. "All of these different items tie in and provide a hobby for everyone, regardless of age. A youngster starts off with a toy when he is born; he wants a model airplane when he reaches eight years; when about 16, he wants a handicraft item; and along about 50 he wants his electric train. We believe that if we have a good stock of merchandise all tied-in to one department, we can sell the entire family a hobby item. For example, a boy's father might bring him in to the store to look at a model airplane. If we have our handicraft materials or electric trains located nearby, the father will become interested and buy something for himself."

Every employee is thoroughly experienced in building model airplanes, boats and cars, as well as in constructing with the handicraft materials. Many of these models and finished materials are displayed on the counters and around the wall, so that the customer may see what the finished product looks like. Every kit sold by the store is carefully explained to its new owner. This is considered essential in selling hobby supplies.

"There is no quicker way to lose

hobby customers than to have them turn out a bad piece of work," Stuart explained. "A woman who decides to make or repair a bracelet or necklace wants a finished item which she can show her friends. But if she turns out something ugly, she will give up her hobby and might even cause her husband and children to give up their's. Therefore, to keep customers completely satisfied, we make sure that they know how to operate the merchandise they purchase before they ever leave the store. We also invite them to either call us or stop by the store if they have difficulties."

The toy display is the first to be seen when the customer enters the store. The handicraft display, next in line, reaches to the rear of the store, where the

model display is located. Actually, it is a straight sales route from the front to the rear, with many pauses for the customer, calculated to make the cash register ring. Each of the displays is so attractive that few customers enter the store without visiting all three. A complete line of hardware items line the left side of the store, so that both hardware and hobby

(Continued on page 76)



A close-up view of one of the hobby department's most popular displays — the model airplane and boat section.

# RENTING POWER MOWERS

## can be big business

By Waddy West, Jr.

Sales Promotion Manager  
John T. Everett & Co.

**T**HERE'S REAL money in renting power lawn mowers, and it's also a key to greatly expanded mower sales. But as two dealers in Louisville, Kentucky emphasize, there is a big "IF" attached—really significant volume from such a service depends upon a carefully planned, long-range program for developing and holding rental business.

These dealers, Bill Dieruf, Dieruf Hardware & Implement Co. and Fred Pape, who operates a hardware business under his own name, have their own proven sales methods, but both agree on certain fundamentals.

First, a suburban location is

highly desirable both from the standpoint of customer convenience and of nearness to rental market customers. Pape's store is located on the southeast fringe of Louisville, and Bill Dieruf has locations in both Jeffersonville and Fern Creek, each a thriving trade area adjoining Louisville.

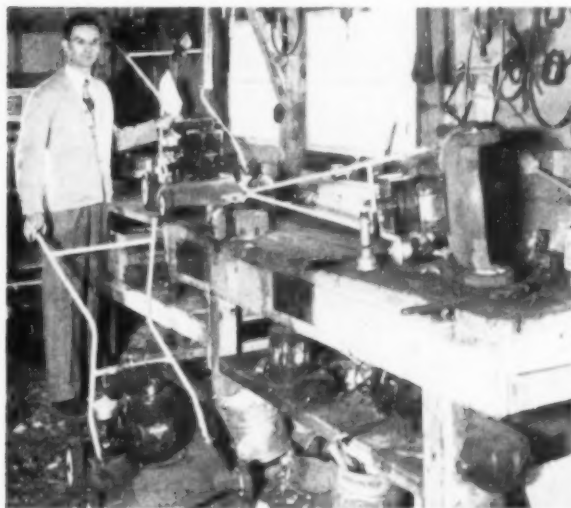
Both dealers believe that upon entering the rental field a quantity of units should be available if a reasonable profit is to be realized. Many past failures in rental serv-

ice, they point out, can be attributed directly to the dealer's lack of a sufficient number of rental units.

According to Dieruf, "you must play the percentages in that a unit might not be in serviceable condition at the time needed by a cus-



Fred Pape's suburban location has been an important factor in developing rental business



Bill Dieruf, at the work bench used for servicing mowers, points out the light service tools needed



Dieruf, kneeling, explains the operation of a power mower to an interested suburban home-owner

tomer. In a small scale operation, the dealer will find that one or two units out of service can absorb his profits, and that the loss of a few weekly profits can offset the seasonal return."

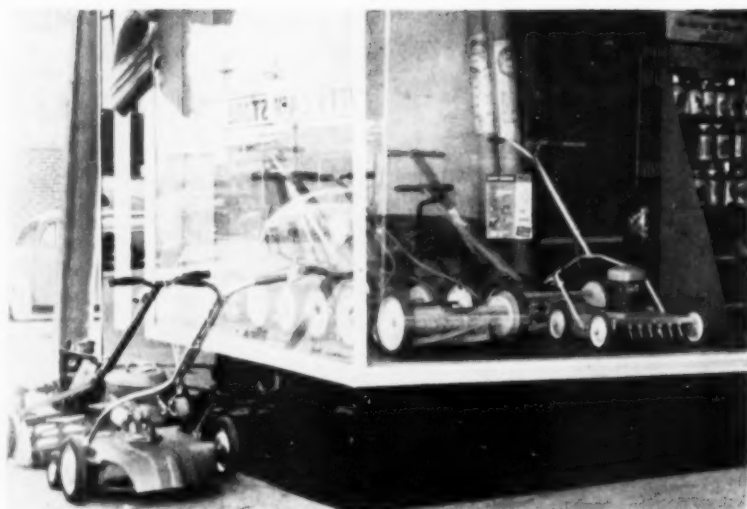
Both Pape and Dieruf firmly believe that any dealer entering the rental market should have a minimum of 10 power mowers. In their own operations both dealers have more than 50 units in constant service throughout the season.

Since dependability of operation will be demanded by customers, both Dieruf and Pape stress the importance of having a store employee qualified to service rental units. This can be a part-time duty of the employee, since rental traffic normally is heaviest in late afternoons and on weekends. Service on power mowers is confined, for the most part, to keeping the cutting blade sharp, keeping the mower "gassed up" and filled with oil and the engine tuned up properly. Their records show that maintenance cost over an entire season averages about \$25.00 per unit. To insure proper service, a reasonable inventory of essential parts and cutting blades should be maintained.

In choosing the type of power mower for use in a rental service, both dealers emphasize the advisability of selecting:

- (a) a rotary type unit most satisfactory for all-around use.
- (b) a machine that is rugged and compact, and with a minimum of gadgets.
- (c) a unit that can be transported with comparative ease in the customer's car, either by dismantling or folding the handlebars. Rental units should be sturdy, yet light weight for customer handling.
- (d) a unit that has a leaf mulching attachment. This can extend materially the rental season. During the fall of the year, leaves can become as much of a problem as grass, and customers know that leaves well mulched are a prime ingredient for lawn care.
- (f) one model for use in rentals. Service and parts are simplified, solving the inventory problem. This gives store personnel an opportunity to become thoroughly familiar

(Continued on page 78)



## Developing the Small-Town Market for Power Mowers

IN THE smaller cities where home-owners have large lawns, power mowers offer volume sales, if properly displayed and promoted.

H. B. Benton, owner of Benton Hardware Co., Fordyce, Ark., prepares an attractive display of electric and gas-powered mowers when the spring grass appears. His sidewalk display offers the prospective customer ample room to inspect the mower and to note how it is operated. If he seems genuinely interested, a salesman will take the mower to his home and let him try it out on grass.

But a mower is never left with the customer, unless he has shown every indication of purchasing it. "We guarantee our mowers," said Irene Ramsey, manager of the store. "No customer wants a mower that has been operated by someone else."

Since the mowers are purchased by customers who have large lawns, they naturally lead to allied sales. An attractive array of picnic jugs, ovenware, heavy cast-iron utensils, and similar items is shown near the lawn mower display. In addition, when the mowers are moved onto the sidewalk, seed displays are placed close to the store entrance — one for bulk seeds and one for packaged. Grass seeds sell well for several months, and the store is prepared to offer



Power mower customers, usually home-owners with large lawns, are likely prospects for seeds and allied lines for maintaining their grounds

information on lawn care.

Accessories that move with power or hand mowers include oil, files, screw drivers and pliers. Clippers and garden tools also are logical accessories and are displayed near the mowers at all times.

An installment plan is available to customers. Benton carries his own paper — a credit policy that appeals to his customers. When the mower needs repairs, the customer returns to the store for service.

(Continued on page 82)



L. W. Puckitt discusses gardening requirements with a customer in his seed department. Department is located at the rear of his store so that customers must pass other displays to reach it. Sales of bulbs account for heaviest volume



**For greater seed department profits—**

## You Must Know Your Lines

**A** SEED DEPARTMENT, properly staffed and amply stocked, can serve a dual purpose in the hardware store, as proven by Hicks & Puckitt Hardware, San Angelo, Texas.

"Seeds not only are good profit producers," said L. W. Puckitt, "but the department is a terrific traffic-puller and goodwill builder. For this reason, our seed department is located in the rear of the store, so that seed customers must pass other departments and dis-

plays to reach it."

Oddly enough, seeds do not account for the greatest volume in the seed department. Instead, bulbs lead in sales. And the store recognized early that in order to do an appreciable amount of bulb business, the department should be managed by someone who knew flowers and vegetable gardening.

A well-stocked seed department will win the business of many Garden Club members, Puckitt explained. These women will have

all the questions and know all the answers, but they will ask the questions to learn whether or not you know the correct answers. And, if you don't, you are caught trying to sell something you know nothing about."

Ivy Dean, who manages the Hicks & Puckitt seed and paint departments, knows the answers to most of his customers' questions. Locally, he is accepted as an authority, hence women come to him with their gardening troubles. He also knows that to make his seed department a complete one, he must carry a full line of the items most in demand, including plants which are ready for planting.

"The customers want to know when these bedded plants can be expected to bloom; what type of soil they do best in; whether they should be planted in the shade or in the sun, etc. And you have to be able to answer them correctly, or lose sales in the department," Ivy said.

Ivy handles all types of dry



Garden tool display is popular spot in store during the warm months. Here Puckitt helps customer select a proper tool

#### **HARDWARE DEPARTMENT**

Floor Furnaces  
Air Conditioners  
Porter-Cable Saws  
U. S. Rubber Garden Hose  
All Types Hand Tools  
Field Fence

#### **SPORTING GOODS DEPARTMENT**

Ka Bar Pocket Knives  
Martin Motors  
Winchester Guns and Ammunition

#### **SEED and PAINT DEPARTMENT**

Glidden Paints  
Floor Sander Rentals  
All Types Seed and Plants

#### **CHINA and HOUSEWARES DEPT.**

Franciscan Pottery and China  
Russel Wright Casual China  
Castleton China  
Fostoria Glassware  
National Advertised Appliances  
Imperial Glassware  
Gifts

On the inside of Puckitt's folded business cards are listed these four major departments. The outside of the card contains his name, as well as that of the store, and his business address. Folded, the card measures 3 1/2 x 4 inches. Below, Puckitt sells a seed customer on the features of a new hoe in the garden tool department

than just one sale."

In buying seeds, bulbs and bedded plants, customers often will be so absorbed in the varieties that they will overlook buying the tools with which to work. But not at Hicks & Puckitt Hardware. Ivy displays all the hand tools and sprinklers on table top counters, where they cannot be overlooked. In fact, he always manages to have some new tool to show the customer. The larger garden tools are displayed impressively against a side wall.

#### **Requirements**

"The success of a seed department," Puckitt concluded, "depends on two major points: the department requires working space; you must have a varied stock, and the person in charge must know gardening. This latter information is available from two sources: practical experience and literature supplied by the manufacturer. For example, too much fertilizer can be recommended and the soil will become so enriched that plants will burn up. Not enough foods in the soil and the plants fail to do well. The department head should find the growing of plants interesting, not a job, for it is often the help which customers receive that makes them believe a certain store handles the best seeds and bulbs. And they recommend the store to their friends and neighbors.

"We honestly believe that our success in the seed department is due to the interest and work of the department's manager."

bulbs, packaged and in bulk. Usually the rare types are handled in bulk. These are displayed in small table-top bins and covered lightly with sawdust, since some react to light. Bulbs are kept dry until planted, because moist bulbs are more likely to sprout and thus lose their value.

#### **Prefer Bulk**

A large majority of customers for both flower and garden seeds prefer to buy them in bulk. This probably is based on nothing more than a personal whim, but Ivy caters to personal whims. Large users of seeds will demand the bulk, because they are less expensive by the pound than by the ounce. And, knowing what they want, they will not pay for the decorated jackets in which packaged seeds are sold. Bulk seeds are kept in jars along the shelves that line the rear wall.

While there is no such thing as stale seeds, many customers are unaware of this factor. "We keep our containers filled to give the impression of freshness," Ivy said. "People will not buy, if they think they might be getting stale seeds."

Seeds, bulbs and bedded plants will account for only a small part of your sales, provided you gain the confidence of local flower lovers, Ivy said. In fact, these items will account for the smallest part of your sales. Major volume comes from added sales of allied mer-

chandise.

Plants of all kinds are subject to diseases, and various plants are plagued with certain types of worms and insects. When a customer comes in and explains that her roses are infested with lice, the dealer must know what to do. "I could recommend one type of insecticide," said Ivy. "It would kill the lice, all right, and at the same time it would kill, or damage, the rose bushes. You can spray effectively one type of flower with an insecticide that might ruin another flower. You must be able to determine the correct product in each case, or you will lose more



**You can't beat outside displays for**

# Promoting Seasonal Goods

**By Richard Lane**

**Y**OU CAN'T pass an outside display without noticing it."

Charles R. Long believes in letting the neighborhood know what he has to sell at his hardware store — right out front. Consequently, seasonal items are always good sellers at the Long Hardware Co. in Memphis, Tennessee.

Sales figures back up Long's philosophy that "the best way to sell it is to show it." That philosophy is carried out in bold merchandise displays in windows and on counters, as well as on the sidewalk.

Let's take a look at Long's sidewalk display before gazing in the window and strolling around the counters.

On any summer day you'll find a large number of lawn chairs, power mowers and lawn mowers in front of Long's store. If it's spring, there may be fencing, garden tools and screen wire along with the mowers and chairs. Come fall, there will be other seasonal items to catch your eye.

"A display in front does the job," Long observes, "I try to make my

outdoor displays of such things as lawn chairs and mowers as large as possible. Outdoor displays of lawn chairs, in particular, just naturally sell better than do indoor displays. I've tried it both ways. People driving by my store in cars often stop, look and come in. Why, I even sold some lawn chairs to the

mayor one day when he happened to be passing my corner and saw them out front."

Long has sold as many as 80 dozen lawn chairs in one season. That's a lot of chairs, as any dealer well knows.

Long begins putting his lawn chairs out front about the first of May. He keeps them out front the rest of the season.

He's found his outdoor displays of lawn mowers are tremendously effective, also. Long attributes 50 percent of his lawn mower sales to his sidewalk displays. He usually has 12 to 14 mowers — both power and push types — on display.

Long is fortunate in the location of his store. In addition to being recessed — which enables him to



Though many dealers do not consider sidewalk displays desirable or have space for them, Long Hardware Co., above, finds them a real sales stimulant. Left, Owner Long sells a customer water hose and other seasonal merchandise inside the store



Many gardening displays are designed to attract the housewife

display merchandise outdoors — the store gets corner traffic at a busy intersection. He designed the building himself and helped to build much of it after moving to Memphis from Nashville in 1948. His business has grown each year, and he is doing a larger volume now than what his building was designed for.

What about Long's window displays?

Long changes his window displays twice a week, so they never get old or dusty. The window displays often feature lawn and garden supplies, sporting goods and kitchen items. He especially tries to show kitchen supplies in the windows — aimed principally at women customers.

And how about his counter displays?

As handy with hammer and saw as some of his carpenter customers, Long built all the fixtures, sides and island displays in his store himself. His islands are spaced to permit plenty of customer traffic and easy movement by clerks.

"My customers often comment on how clean my store is, and on how easy it is to shop around the floor," Long declares. "My island displays enable me to handle customers three times as fast as they can be handled in many other hardware stores. Every item displayed is marked with the price where the customer can see it. We don't try to remember the price of everything. Customers like to browse and often buy on impulse. With

the price in plain view, they buy quicker."

Long's progressive merchandising and success have caught the attention of other Memphis hardware dealers, as well as customers. He has served as president of the Memphis Hardware Dealers Association, following his brother-in-law, Russell Doss of Doss Hardware Co., who was a prime organizer in the association several years ago.

Long Hardware Co. serves an area that includes many new homes. That helps a lot on sales of lawn seed, fertilizer and garden tools, as well as paint.

Long handles a complete line of paints, and sells "a tremendous amount." He took a 20-week paint school course, and it has really paid off in sales. "You've got to have confidence in the line you sell,"

Attracted by sidewalk displays, customers wander into the store to look over displays of tools and paints—popular items with the average home-owner

Long believes.

A brother, George W. Long, is also a paint sales specialist. Another brother, L. W. Long, sells in the store, too.

Long sell no large appliances, but enjoys a good wallpaper volume. He also does a good business in sharpening lawn mowers, averaging eight or 10 a day during the early season. He also sharpens saws, scissors and hedge shears. This service has spread over the neighborhood by word of mouth.

#### Uses Direct Mail

Long Hardware Co. reaches most of its regular customers by mail. The store sends out 3,000 circulars every two months. Long has found that people respect mail more than mere notices left on the porch.

He believes it pays to go out of the way to be nice to customers and in trying to provide a service that the customers expect. "I try to serve my customers in the same manner that I would expect if I were a customer," he declares.

When Long sends out his monthly statements, he notes customers who haven't bought during the month. He tells them he has missed them and is sending the statement merely as a reminder that he wants to serve them. He has found this method helps him to keep in touch with many of his customers. And, in the meantime, if the customers pass his store they have another reminder, too — that eye-catching sidewalk display.





Stemming competition with a

## FREE REPAIR SERVICE

By Stuart Covington

**F**REE REPAIR service available to both regular customers and newcomers has proven a potent defense against chain store and mail order competition for Metts Brothers Hardware of Oxford, Miss.

Metts Brothers make minor repairs on practically any item, except bicycles, clocks and watches. Bikes are excluded because they require too long to assemble and too great a stock of expensive parts. Timepieces require special skill which Floy and H. C. Metts, owners, do not possess.

Free repair service is paying dual dividends, according to the Metts brothers, by developing new customers and boosting purchases of regular customers. Approximately 50 percent of those who re-

quest repair service purchase merchandise while at the store.

The owners believe that a service such as theirs is the best available means the small hardware dealer has for stemming the inroads which mail order houses and chain stores are making on retail hardware business. They point out that the repair service is an "extra" which other forms of competition cannot match, and which enables the firm to derive valuable goodwill from customers and potential customers. They believe that this service, in many cases, neutralizes the price advantage held by some competitive concerns.

"Recently a woman who had never visited our store before came in and asked us to repair the latch on her purse," Floy Metts recalled. "It was a rather difficult job and required almost an hour to repair. She did not buy anything when we returned the purse to her, but several weeks later she returned to make a purchase and has been a good customer ever since."

A frequent repair job handled



Harvey Metts will repair almost any item, except timepieces and bicycles, for both old and new customers. Here he repairs an electric iron

at the store is the installation of new pump leathers, a job requiring about 45 minutes. It's a helping hand that farmers appreciate and has been responsible for many sizable purchases by rural customers. As is the case with all repair jobs handled by the brothers, special care is taken to assure correct handling of the work and proper functioning of the equipment after repairs are completed. The Metts realize that an unsatisfactory repair job—even a free one—can lose both goodwill and customers for the store.

Electric toasters and irons are brought frequently to the store's repair shop in addition to skates, wagons, tricycles, dolls and other toys. In this latter category, most of the repair jobs call for glueing back broken pieces, straightening bent sections, and remedying simple mechanical defects.

Toy repair has proven an excellent builder of goodwill because parents appreciate the courtesy shown their children and reciprocate by patronizing the store as often as possible. The Mettses are focusing an eye on the future, also, because they know that today's youngsters are tomorrow's hardware customers, and they will remember the courtesies extended them by the store when they have homes of their own. Toy repair work is fairly heavy, especially during the summer months, when

(Continued on page 84)



Metts, left, explains to the customer that his only charge will be the wholesale price for needed parts and 25 cents for any soldering work performed

# Facts that will help you sell

## ASPHALT ROOFING

**B**ECAUSE ASPHALT roofing is available in both roll roofing and shingles and in a wide variety of weights, shapes, and surfaces, and colors, selection of the right kind of material for a particular building is of paramount importance. It is to the advantage of the hardware dealer to be familiar with the factors that affect selection, for it is involved in every asphalt roofing transaction that takes place in his store.

Asphalt roofings are made in weights from 45 pounds to 325 pounds per square (enough material to cover 100 square feet), and it is generally true that the heavier a roof is, the longer will be its life in service. Relative to the question of selecting asphalt roofing on the basis of weight, J. L. Strahan, technical director of the Asphalt Roofing Industry Bureau, has this to say:

"The heavier roofings, such as

strip or individual shingles, are best adapted for permanent structures having sloping rather than flat pitches, such as dwellings, both in town and country, and most major farm service buildings. Lighter weight roofings of the roll type are well adapted for use on structures such as summer cottages, small farm service buildings, garages, and inexpensive temporary storage or shop structures.

"But it must be recognized that there is no one kind of asphalt roofing that is best for any particular building under all circumstances. Especially is this so on the farm where building types are so numerous and conditions so diverse. The style of roof selected for the house may, and perhaps should, affect the choice of roofing for all other buildings, large or small, that are grouped together in the same farmstead. Uniformity of appearance is important in a group. For instance, a poultry laying house or machine storage shed located near the dwelling or adjacent to major service buildings will rightly call for a roof which conforms architecturally, whereas a more inexpensive roll product

might be quite suitable if the building is in an isolated location.

"Basically, of course, the important thing is to select the product which will provide adequate protection for the building and its contents with a minimum of maintenance cost and then to apply it properly."

### Roof Pitch Limitations

From a technical standpoint, the pitch of a roof is a determining factor in selecting asphalt roofing. Shingles are suitable only for roofs with a pitch of four inches or more per horizontal foot of run. Roll roofings, of one style or another, are suitable for all roofs with a pitch of one inch or more per foot. Fig. 1 indicates recommended pitch limitations. Inasmuch as the terms "pitch," "slope," "run," "rise," and "span" tend to be confusing, these are defined in Fig. 2.

The lowest pitch recommended for roll roofing when the exposed nail method of application is used is three inches per foot. With concealed nails and a 3-inch headlap, the pitch can be as low as two inches; with concealed nails and a 4-inch headlap, pitch can run as

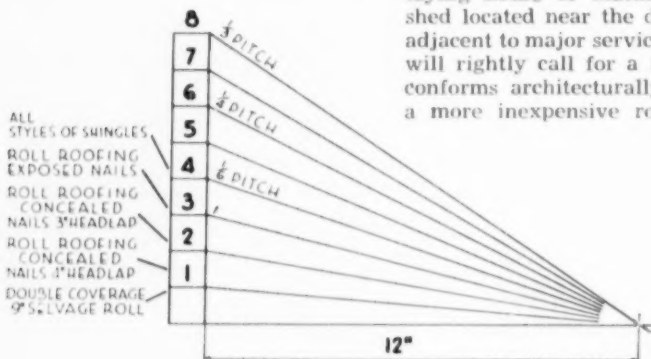
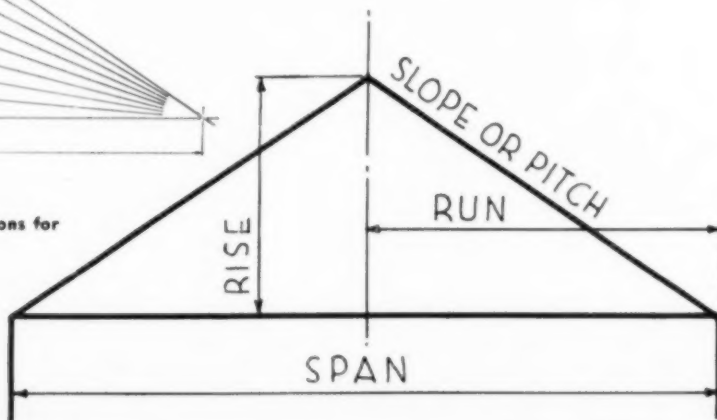


Fig. 1—Recommended pitch limitations for asphalt roofing

Fig. 2—Some roof term definitions



low as 1½ inches. The only prepared asphalt roofing considered suitable for a 1-inch pitch is 19-inch selvage, double coverage roll roofing. When pitch is less than one inch, only a properly specified built-up (laminated) roof should be used.

**Increasing Wind-Resistance.** In areas where high winds are frequent, wind-resistance should be considered in deciding what type of roofing to use and also how to apply it. A high degree of wind-resistance is a note-worthy feature of interlocking asphalt shingles, which are made in several different styles by different manufacturers. Fig. 3 shows how interlocking asphalt shingles stayed fast on a roof deck even though the entire roof assembly was blown off.

If a customer prefers square butt or hex strip shingles or giant individual shingles applied by the American method, shingle tabs can be cemented down for additional security in abnormally windy locations. The procedure (see Fig. 4) is easily explained. Quick-setting asphalt cement is used. With a caulking gun or a putty knife, a spot of cement not less than one square inch in area is applied under the center of each shingle tab. The cement is applied on the surface of the underlying shingle, and then the lifted tab is pressed down firmly. Shingle tabs should not be bent back farther than necessary. Special care should be exercised in cementing down shingle tabs on areas of a roof most vulnerable to wind—eaves, rakes, and ridges.

**Manufacturers' Recommendations.** In general, the best advice about application that a customer can be given is to follow the manufacturer's instructions. Illustrated, detailed direction sheets

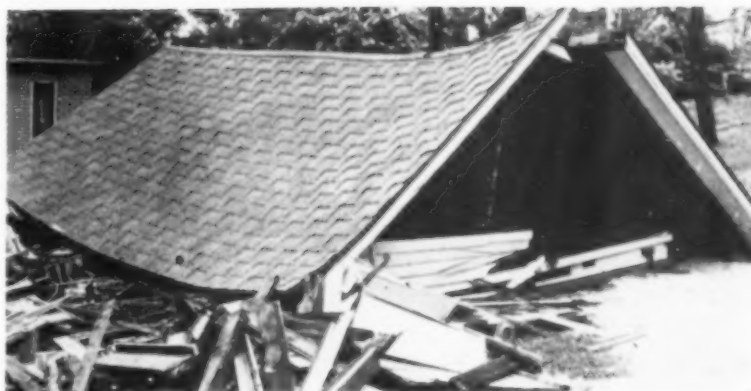


Fig. 3—Interlocking asphalt shingles are highly wind-resistant. This whole roof blew off, but the shingles didn't budge

are packaged with roofing at the factory. If instructions are carefully followed, the user can be sure that his asphalt roof will give the full length of satisfactory service that is built into the material. Nailing recommendations should always be followed exactly.

**Roof Deck Treatment.** Customers should be cautioned not to overlook proper construction of the roof deck. As a step in reroofing, the old surface must be reconditioned to provide a smooth, firm nailing base. This is particularly important in view of the fact that much as-

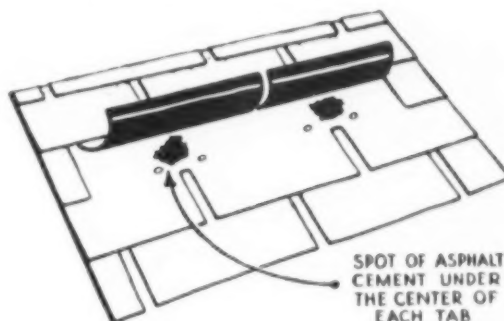


Fig. 4—Cementing down tabs of asphalt shingles

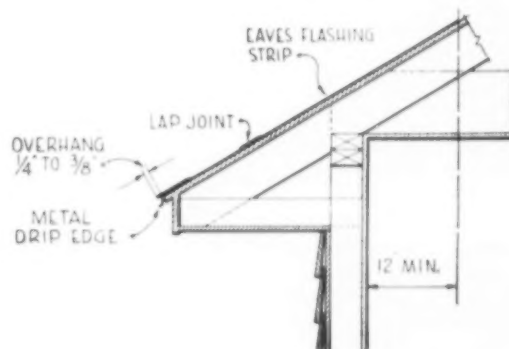


Fig. 6—Flashing strip for roof eaves

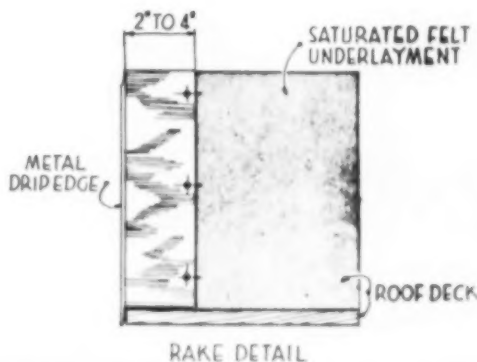
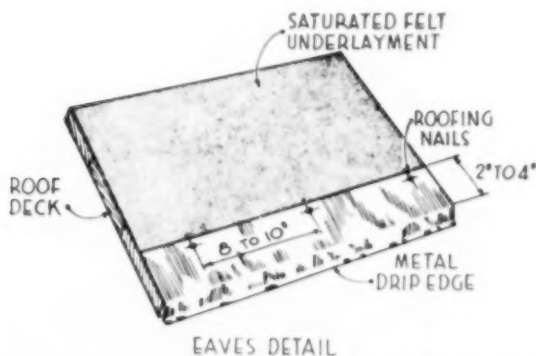


Fig. 5—Metal drip edge for roof eaves and rakes

**Brides-to-be, especially in small towns, respond to attractive gift displays and store interest — and they offer hardware dealers a real opportunity for**

## Building a Profitable

**T**HERE ARE NO limitations on success in selling quality gift goods—even for a small town hardware store. Central Hardware Company, located in the relatively small town of Bryan, Texas, can provide ample proof, for these dealers have made gifts a major volume line.

Recently, as the direct result of six weddings, the store grossed \$3500 from the sale of gifts. Nor was the volume incidental. The company aggressively seeks the goodwill and trade of prospective brides. In fact, the store's gift de-

partment is designed and stocked to attract these particular customers. According to Mrs. Charles Kuban, gift department manager, "Our gift department is arranged for the convenience of brides-to-be. Everything is attractively displayed on tables for quick and easy selection; and the department is divided into convenient sections for the customer's leisure and help."

For example, the department's two best lines of china are displayed atop two separate tables, to avoid confusion when the prospec-

tive bride visits the store to select her china. "This is the first thing we show the bride-to-be," Mrs. Kuban pointed out, "and we want the first impression to be the lasting one."

On each table is a complete table setting and a card that gives detailed information on the line. This card, held to the table with transparent tape, reads: Name of pattern, manufacturer's name, and price of each piece of china (dinner plate, cup and saucer, salad plate, and bread and butter plate). Thus, by looking at the card, the



Containing currently popular china and crystal patterns, this table display appeals to brides-to-be



Mrs. Kuban, right, displays one of her most profitable novelties, baskets in varying sizes and shapes



—By—  
C. Thomas



## Gift Department

bride-to-be can determine quickly if the particular china pattern is too expensive for her friends to give her. She might want something even more expensive; and in that case she avoids wasted time.

Once the prospective bride has selected her pattern and decided on the number of place settings she desires, she and Mrs. Kuban turn to the crystal displays. "You can expect the average bride-to-be to select approximately \$50 worth of crystal," Mrs. Kuban explained. "We have set up a table which

shows the patterns various brides-to-be have selected and the lines we are selling currently. Often the customer will make a selection from one of the patterns already chosen, though few brides want a pattern which a close friend has chosen already."

When the bride-to-be has reached a decision on her crystal, Mrs. Kuban leads her to the silverware section, where in similar routine manner, she inspects the various patterns and finally selects one to her liking.

But once this third item is selected, Mrs. Kuban does not relent in her sales efforts, nor lead the customer gently toward the door. "Here is where many stores stop," she explained. "That is their big mistake. It is true that the three preceding items total the largest part of the sale, but there is more to be had—much more."

"What the girl has selected already is her good china, crystal, and silver. Now it is time to suggest every-day china (it may be pottery), her every-day glassware, and the odds and ends such as lamps, brassware, mirrors, pictures, etc."

Sales of every-day china and crystal, or glassware, usually amount to around \$75 for both. "And it is the odds and ends that almost everyone overlooks in the excitement of an approaching wedding," Mrs. Kuban explained. "In their excitement, these prospective brides are highly susceptible to suggestions, and the suggestions are welcomed as being helpful. Few brides-to-be, on their tour of selecting gifts, ever think of these every-day accessories, which will later prove to be essentials."

On a recent buying tour, Mrs. Kuban returned to the store and  
(Continued on page 82)



On the bride-to-be's first visit to the gift department, Mrs. Kuban helps her select her "good china." Every pattern is carried in open stock. Next, the prospective bride is shown silver patterns, above, and finally is reminded of the everyday household items she will need to set up housekeeping later



Officers and directors of the Texas Hardware and Implement Association seated left to right: Ray M. Souder, executive director; Dick Bowser, first vice president; Joe C. Stevens, president; Elmo M. Schaefer, retiring president; C. A. Washmon, second vice president; R. H. Lindop, senior director. Standing: Directors J. L. Bruns, B. O. Goldthorn, Porter Henderson, Rex G. Payne, Dan H. Tudor and Frank Halla. Director C. W. Scheurer is not shown.

## Texas Dealers Meet

**W**ITH SCARCELY a note of foreboding for business from an array of speakers gathered from top spots outside and inside the industry and the state, members of the Texas Hardware and Implement association, assembled 1,500 strong for their 55th annual convention in Houston, Jan. 26 to 28, closed proceedings with adoption of three resolutions designed to bolster Texas business for dealers in both fields.

One of these resolutions invited development of dealer councils for clearing factory relations in the farm equipment industry by offering association support and services for this development.

Another made it plain that Texas, one of four states without fair trade laws, is now ready for that legislation as far as hardware and farm equipment dealers are concerned. This resolution pointed out that with Texas unprotected, syndicates are "dumping their overstocks of fair-traded products on our market at distress prices."

The third called for investigation of legislation in other states that could be adapted to prevent employees of federal, state and municipal governments and employees of private institutions from using their places of employment "as means of securing special priv-

ileges and price advantages."

In the same session the association advanced Joe C. Stevens, president of Coleman to the presidency to succeed Elmo M. Schaefer of Schulenberg and Dick Bowser of Houston was advanced from second to first vice president.

The new second vice president is C. A. Washmon of Harlingen, who was also re-elected as Texas representative on the NRFEA board of directors for another two-year term.

Two new directors elected are Porter Henderson of San Angelo and C. W. Scheurer of Sherman who, with Retiring President Schaefer, will serve with six who were re-elected, namely: J. L. Burns of Seguin, B. O. Goldthorn of Alice, Frank Halla of El Paso, R. H. Lindop of Dallas, Rex G. Payne of Center and Dan H. Tudor of Temple.

Meanwhile, members of the Texas Wholesale Hardware Association met in executive session and appointed E. D. Peden, of Peden Iron and Steel company of Houston, to serve as president for the remainder of the term of the late David Nash, of the Nash Hardware company of Fort Worth.

Peden had been elected to first vice president in 1951 and, according to custom of the wholesalers,

who re-elect all officers for a second term, was due to be advanced to the presidency in the convention next June.

C. Stanley Roberts, Jr., of Roberts-Sanford and Taylor company of Sherman, who had been similarly re-elected to a second term as second vice president, was appointed to be first vice president. The executive committee was expanded to include all officers.

During their executive session the wholesalers heard an address, "The Romance of Hardware," by Russell R. Mueller, managing director of NRHA, and remarks by N. F. Van Hoogenhuyze, of the wholesale firm by that name, San Antonio.

In their respective meetings during the convention, wholesalers, retailers and Boosters witnessed the last official appearance of a figure that has been synonymous with the hardware business in Texas for almost two decades.

After several previous attempts to do so, Nat M. Johnson retired, as he expressed it, from the secretary business, ending almost 18 years of service as secretary-treasurer of the Texas Hardware Boosters club and 17 years of service in a similar capacity with the wholesale association.

In both positions he has been

succeeded by Howard Weddington of Dallas, who is also secretary of the Wholesale Distributors Association of Texas.

In the president's annual address to the retail convention, Schaefer pointed out that membership in the association is like freedom — it is neither free nor unencumbered with obligations. He urged that all members assume their share of the association duties.

For the most part, the remainder of his message dealt with association services, an approach to the annual address customarily that of a retiring president.

Unfettered by the restraint of such an assignment, Incoming President Stevens, with the subject "Looking Ahead in 1953," took sharp issue with the disciples of doom and depression, from economists to all others, high and low.

"We read reports, some more favorable than others," he said, "but the general idea for 1953 is that it will be the beginning of a 'levelling off' process. We have heard so many rumors of depression; in fact, each year for seven years we have been told there will be a depression next year for sure. And with a change of administration, there are some who still contend we are in for a bad time."

Quoting significant statistics, naming sources and recalling the words of recognized authorities, Stevens demonstrated that considerable research went into his address, and concluded:

"As we look at all these facts and figures, we cannot keep from seeking a continuation of progress. We can look forward to an end of government extravagance and waste, which has brought high taxes. It is going to require all of us to have more interest, more love and more trust in our government."

Merritt D. Hill, vice president of Dearborn Motors, had the topic, "Facing the Future with Our Industry," and declared the future of the farm equipment business would be "just about what we make it."

Employing exceptionally well-illustrated charts, Hill displayed a picture of the "Man with a Hoe" and compared his crude level of civilization with the position of today's farmer.

"Only in America is agriculture the greatest business on earth," he continued. "There are three forms of power, man, animal and mechanical and man power is the most expensive of all."

"Population growth will produce

forty million new customers for the farm equipment industry, eventually," he predicted, adding the warning that America must reclaim much land and revitalize much of the acreage now in use.

"Nothing Happens Until Somebody Sells Something" was the subject of Merrill D. Graham, sales training specialist of Concord, Mich., who told the convention that the chains and grocery stores took a look at the hardware field and decided it was good, because hardware dealers were dead from the neck both ways.

"You can't get a smile out of the hardware business to save your soul," he insisted, conceding there are notable exceptions, "but you ought to follow me around a while. I have been in a store for 45 minutes without anyone speaking to me. All you have to do is go in a store carrying a portfolio and boy, will they leave you alone. They hate all 27 feet of the alimentary canal of anyone with a portfolio."

Graham said that although hardware dealers have 100 percent of the population for prospects, farm equipment dealers have only 10 percent. Remarking that farmers are the best used-equipment salesmen, he said, "there is no shortage of good used-equipment salesmen except in dealerships." Graham recited a list of "40 things to think about" for all dealers.

As one phase of his retirement, Nat Johnson, who has previously spoken to the retailers, made his final appearance with an address, "Building a Business on the Right Foundation."

Recalling that he attended his first retail convention 27 years ago

that month, Johnson said it was the consensus that dealers should get their houses in order for a recession. He emphasized that he was not bringing to the convention anything new in the way of ideas and that "you know all that I am going to tell you," then summed up the fundamentals of operating a business "in my experience." These he said were:

(1) Buying, an art and a science, buy wisely; (2) Overhead, keep it to a safe minimum; (3) Hard work, intelligently applied; (4) Serving each customer as though the very existence of the business depended upon him or her.

Two speakers of national stature returned to the convention for a second appearance. They were Harrison Wood, former world traveler and news analyst and now public relations director for a Dallas motor freight line and Roe Bartle, Kansas City banker and civic leader.

Following his subject, Wood said 1953 would change the world, that "we will not have any more shooting wars if our leadership does what is expected." Expectation is, he explained, that the free nations will henceforth tell Stalin what he can and cannot do, by warning him that any further invasion of free countries will be considered sufficient declaration of war. Free nations, especially the United States, are now so far ahead in atomic development that there is sufficient power to permit dictating to Stalin.

Most of one business session was set up as two separate discussions, with farm equipment and hardware dealers separately assembled.

The implement panel followed an address by S. Tom Proctor, a director of NRFEA and a dealer from Fuquay Springs, N. C., this address dealing largely with affairs of the national association.

"We have to take stock and make plans for a business-saving action," Proctor warned his audience. "We have also had a drouth in our part of the country and the behaviour of the elements shows that we can have crop failures to the extent that farmers cannot buy our merchandise."

The panel moderator was Dick Bowser, Houston dealer and now first vice-president of the association, who explained that there had been no rehearsals. Members were Director Barney Goldthorn of Alice, Maurice Bell of Donna and Porter Henderson of San Angelo, all dealers.



Howard Weddington of Dallas, who succeeded Nat M. Johnson as secretary-treasurer for both the Texas Wholesale Hardware Association and the Texas Hardware Boosters Club.

Goldthorn, with the topic, "Factory Relations," said he thought it would be good for all dealers to have a mental picture of their operation for comparison with other operations in the factors that make for success.

"Although I have been assigned the subject of 'Factory Relations,' I have had little experience because all my relations with the factory are through the branch, and it has been a pleasure to work with the branch."

Commenting that "we hear a lot about dealer councils," Goldthorn described briefly what he had observed in such relations between dealers and factories in the automobile business and pointed out that dealer councils had not progressed as far in the farm equipment field.

He advanced a tentative opinion that such councils might be of considerable benefit, since relations now progress through territory, division and branch levels before reaching the factory, but also expressed belief it is a matter meriting careful study.

Bell had the subject, "Demonstration and Display," and told the story about the farmer who would not buy a book on farming because he wasn't farming half as well as he knew how.

"It is my hope you will all have a desire to go back to your stores and do something about what we already know about display and demonstration," Bell said. "Most of us are not displaying and demonstrating half as well as we know how, and some not 1 percent as well. And remember that a demonstration should be carefully planned and rehearsed."

Henderson discussed "Competitor Relations," saying "I've had competitors for 25 or 30 years and I still don't know the answers. We will always have them, I hope, for competitors made a great industry. We couldn't get along without our competitors, but I must confess I don't know what 'normal' competitive relations are."

Moderator for the panel for hardware dealers was L. D. Lowry, Jr., of Mount Vernon. He first introduced Russell Mueller whose topic, "Service to You," served as a vehicle for him to emphasize that dealers should avoid being mere outlets for merchandise that manufacturers want to dispose of. He then went into a detailed explanation of promotion planned and perfected for this year's "Hardware Week."

John B. Vaught, of the Austin hardware store by that name, discussed "Selecting and Training Sales People," and emphasized the necessity of good displays and product knowledge to get traffic and sell goods. He lamented the low percentage of well-trained salesmen in the hardware retail field and said "salesmen sell what they like."

Jim Batsell of Brownsville said that his subject, "Maintaining a Well-Balanced Stock," was not always properly understood by retailers. All merchandise should be kept under one roof if at all possible, parts bins should be kept full and properly marked and responsibility for certain lines of merchandise should be assigned to personnel, he advised.

## Oklahoma Convention

**N**ORMALCY IS on the way back if not already here for the farm equipment industry, according to two of three farm equipment factory officers who contributed most substantially to the speaking program of the fiftieth annual convention, Oklahoma Hardware and Implement association, in the Municipal Auditorium in Oklahoma City, Feb. 3 to 5.

With interest of association members mounting year by year in the big, association-sponsored merchandise show, also housed in the auditorium, exhibits were open for inspection for three full afternoons, while association business programs were disposed of in two morning sessions.

In the first of these J. H. Harlan of Enid was elevated to the presidency from first vice president, to succeed L. P. Rice of Watonga, who will serve on the board of directors and advisory board.

Because of the withdrawal from business of Lin Baggerly, second vice president, of Beaver, both the new first and second vice presidents were elevated from the board. In the order named they are O. B. Bennett of Tonkawa and G. A. Perrine of Grove. In addition to the officers, members of the board are Hercul Dobyns of Stigler and H. R. Heller of Duncan. R. K. Thomas, secretary-treasurer, was re-elected.

Bon D. Grussing, first of the three speakers from within the farm equipment industry, gave his address the title, "From Adam to Atom." He is advertising and sales promotion manager, also director of public relations for the Minneapolis-Moline company.

Although his address dealt only in spots with farm equipment, Grussing said at the outset that

a lot of dealers should get out of business unless they can adjust themselves to normal times.

"We have made more progress in the United States in the last 50 years than in all previous history," he continued. "And why? It was the people who came here because they had no hope for progress whence they came. And one great strength we have is that we are poor losers. We hate to lose. Let's remain that way."

Grussing said another strength of America lies in the fact that "a revolution" is continuously in progress here—a revolution of the type that makes it possible for those who have nothing in one generation to have what they want in the next generation.

"Facing the Future—Opportunity Unlimited," was the subject of R. W. Dibble, assistant manager of the general sales department of the International Harvester Company.

He called attention to the nation's 60 million of employed who, he said, made more money than they ever made and enough to support 157 millions of people.

"Everything those 157 millions eat and everything they wear comes from the land," he emphasized. "They won't eat less and they won't wear less, and with a baby born every eight seconds, by the most conservative guess there will be 200 millions of people to feed and clothe."

"We have to get all this from the farms, from your customers. It can come from no other place."

He underscored "Opportunity Unlimited" by reminding his audience that five millions of people had left the nation's farms in the past 10 years.

Bruce Lourie, vice president of



Deere and Company, was unable to appear because of illness in the family and in his stead sent B. I. Toline, in charge of sales training for the same company.

His subject was, "Facing the Future Unafraid," and he indicated his company expects to deal on a buyer's market this year.

"Supply and demand are in balance again and we are back nearer a position of normal than at any time since 1941," said Toline. Although he expects competition to be more rugged, conditions otherwise will remain favorable, in the opinion of the speaker, who continued:

"We have not turned back the Communists and it is obvious there will be a high military budget for some time to come. Our gross production for 1953 is expected to reach 362 billions and set a new record. The demand for agriculture products is expected to remain high and agriculture production goals call for crops equal to those of 1952."

Mentioning his close association with sales training and his habit of observing sales techniques, Toline described a shopping expedition for a hat and some negative approaches he had noted on the part of hat salesmen. Then, using his hat which he had carried to the rostrum, he demonstrated a suave technique that had sold him a hat.

One of the editors of Readers Digest, Stanley High, was on the program to discuss national and world affairs but, recalling his association as "ghost writer" with President Eisenhower during the campaign, he devoted himself largely to an evaluation of the new president.

High's implication was that "Ike" might be one of the great presidents since the great presidents have been humble and "Ike," although not meek, harbors deep, sincere humility.

"He has a great aversion to the vertical pronoun," High continued, "and if you noticed, in his inaugural address, there was not one I, me or my. He almost refused to criticize Truman, asking how could we know that, given the same set of circumstances, we would not make the same mistakes?"

"When Truman said Ike had been out of the country so long he was out of date, Truman was right, for Ike had not been exposed to the sort of screwball

thinking we have observed and his conception of America is the old-fashioned kind of America. Furthermore, he has a deep moral and religious conviction."

High said he was satisfied decisions of Eisenhower will be on

the basis of what's good for all, that bureaucrats are scrambling to get on the side of the angels, bureau employees will not even go out for coffee "and when that situation prevails, you can bet something is going on."

## Tri-State Meeting

**F**ARM EQUIPMENT dealers face the responsibility of replacing dwindling manpower on the farm with power tools that will maintain the American standard of living. W. J. Fisher told members of the Tri-State Hardware and Implement Association in their forty-fourth annual convention in Amarillo, Texas, Feb. 9 and 10.

The association counts its members from the rolling lands of West Texas, the Oklahoma Panhandle and New Mexico and even in this expanse the number of tillable acres is more or less fixed. Fisher informed his audience.

He is vice president of The Oliver Corporation, president of the A. B. Farquar Company of York, Pa., his home town, and is also president of the Farm Equipment Institute.

Except for association members. Fisher was the only speaker actively engaged in either the hardware or farm equipment industry to appear on the program

and expressed the belief that responsibilities resting upon the farm equipment industry are heavier than those of any other segment of productive enterprise.

"Farm population continues to decline," he said, "and farm manpower is 25 percent less than it was in the last decade. Yet there has been an increase of 13 percent in the quantity and quality of American meals and the nation's population is increasing at the rate of 6,000 each day."

Citing current drouth conditions in Tri-State territory, the speaker emphasized a necessity for farm equipment dealers to plan their business operation into the future. He warned against shrinking from calculated risk, a factor in successful operation of the free enterprise system.

In the annual address of the association president, R. P. Isaacs of Clayton, N. M., left no doubt the association proposes to strengthen its position in member-



New officers of the Tri-State association, front row, left to right: Fred Sherwood of Childress, director; R. P. Isaacs of Clayton, N. M., retiring president; Homer Estlack of Clarendon, president; Jess W. Miley of Roswell, N. M., director; E. C. Armstrong of Clovis, N. M., advisory board. Standing, Grady Thompson of Hobbs, N. M., advisory board; Directors Kenneth Cox of Lubbock and Carl Maurer of Friona; Marshall D. Shepard of Canyon, secretary-manager and E. W. Brasch of Levelland, vice-president. Not shown are Glenn Williams of Mt. Air, N. M., and Nick Acker of Perryton, Texas, both new directors.



New officers of the PHIT club, seated, left to right: Murray Elson, retiring secretary; C. G. Stinson, retiring president; Carl Hill, president; Mel Phipps, secretary-treasurer and Jerome Stocking, director. Standing, Directors King Kendrick, W. H. Davis, Lonnie Griffin, G. F. Mikesell and James H. Bunker. Director L. B. Pinkerton was not present

ship and service. He reviewed in some detail the ten group meetings held early last fall—five in Texas and five in New Mexico—and said the association is seriously considering making this program permanent.

He also dealt with an association insurance program that saves money for members and a current local-national association effort to put independent hardware dealers on a par with the chains, through advertising.

As a result of the annual election, Isaacs was succeeded in the presidency by Homer Estlack of Clarendon, Texas and E. W. Brasch of Levelland, Texas, is the vice president.

Holdover directors are Fred Sherwood of Childress and Carl Maurer of Friona, Texas, and Jess Miley of Roswell, N. M. Three new directors were elected. Two of Texas are Kenneth Cox of Lubbock and Nick Acker of Perryton while the third is Glenn Williams of Mt. Air, N. M.

Two New Mexicans—E. C. Armstrong of Clovis and Grady Thompson of Hobbs, both past presidents—will serve on the advisory board and Marshall D. Shepherd of Canyon continues as secretary-manager.

In an election following the annual breakfast meeting, members of the Panhandle Hardware and Implement Travelers (PHIT) club chose Carl Hill of Amarillo to succeed C. G. Stinson, also of Amarillo, in the presidency.

Newt Riggs of Pampa is the new vice president and Mel Phipps of Amarillo is the new face in the office of secretary-treasurer. This

post had been held perennially for a period of years by Murray Elson, who has retired to devote his time to personal interests.

Directors, all of Amarillo, are Jerome Stocking, James H. Bunker, King Kendrick, L. B. Pinkerton, W. H. Davis and G. F. Mikesell.

One of the features of the speaking program was the first public appearance in Amarillo of a member of the du Pont family, with James Q. du Pont, of the public relations department of that company captivating his audience with an address entitled, "Pattern for Success."

Jim du Pont, as he referred to himself, a great-great grandson of the founder, soon had many of the audience taking notes on his ten points in "Pattern for Success." These he enumerated as: Have a product that fills a need, have job know-how, meet competition, improve the product through research, practice thrift and economy, add capital as needed, plow back earnings heavily, diversify and departmentalize, have owner-management and treat people right. He said these points built the du Pont company and in relating them he stirred in some of the humor, pathos and romance that are part of the history of this gigantic business.

Other speakers were Harold B. Halter, business editor of Farm Equipment Retailing; William Crean, who represented the National Retail Hardware Association; William J. Bird, Southwestern division of the U. S. Chamber of Commerce and Jeff Williams, nationally-known hu-

morist of Chickasha, Oklahoma. Speaker for the annual banquet was D. D. Monroe.

The two Amarillo wholesale hardware firms conformed with tradition they have established and arranged general entertainment for convention delegates. The Amarillo Hardware Company served its usual barbecue in a huge warehouse and the Morrow Thomas Company entertained with an elaborate cocktail party.

## Unique Display Booth Sells Cleaning Supplies

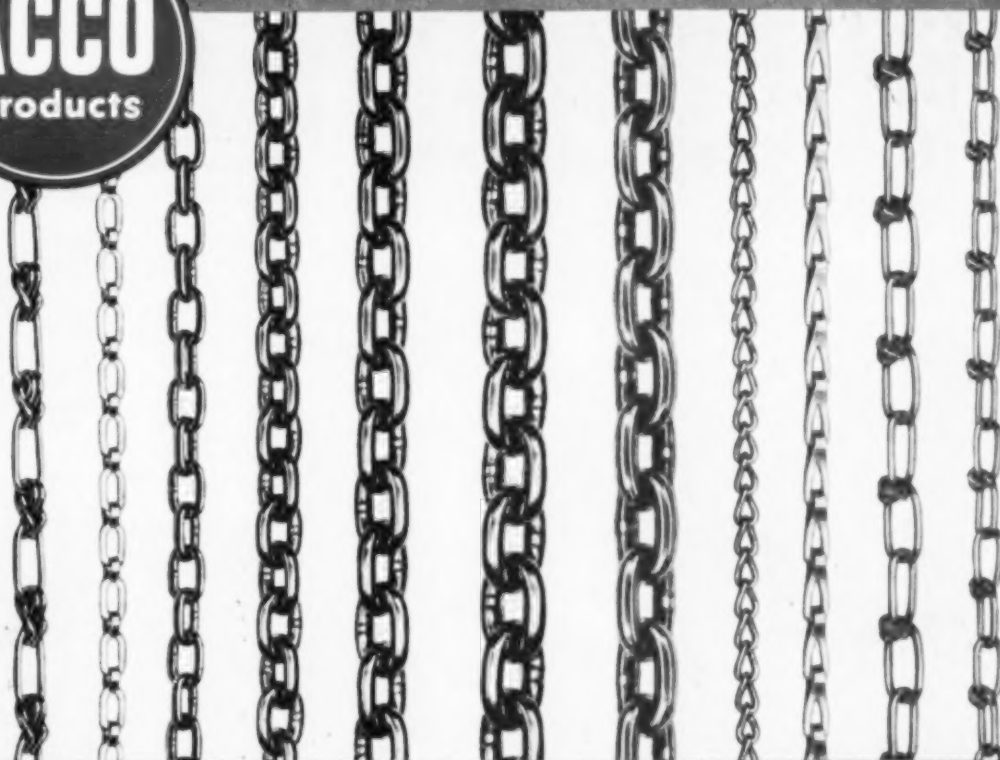
A BIT OF A carnival touch in a cleaning supplies display is helping increase sales in this line for Harvey's, hardware dealership of Nashville, Tenn.

To promote the sale of upholstery cleaners, rug cleaners, specialty detergents, scouring powders, polishes, etc., Morton Tyree, buyer, developed the eye-catching display booth. Known as "Harvey's Cleaning Clinic" and measuring 6 x 6 feet, the display is stationed at the main entrance to the hardware department, where it stops traffic throughout the day. A demonstrator always is stationed in the booth to offer customers advice in various types of house-cleaning problems.

The overhead canopy, supported by white-painted wooden risers on each side of the demonstration counter, is finished in a dozen brilliant colors. Displayed over its surface are small wooden samples labeled "floors"—a square of linoleum, a bit of wooden surface, tile, carpet, and porcelain surfaces. All of these samples, glued permanently in place, are keyed with a particular cleaning agent. When a customer shows interest in the



**ACCO**  
products



## Why does AMERICAN make All Basic Chain Patterns?

• Although two chains may look alike, their end uses differ, resulting in poor service if a substitution is made. For instance, the three heavy welded chains in the middle above appear almost identical except for size. Yet one is designed for general service where great strength is not required, one is for logging, while the third is for heavy duty service.

The same thing applies to the weldless chains. Take the two stamped, flat link chains: the safety chain near the left, and the sash chain near the right side. One has only to keep something from being lost; the other must carry weight and run over a pulley.

Alike in looks, yes—but that's as far as it goes.

*Probably we can suffice by saying—"AMERICAN makes all basic chain patterns so you can sell the best (and most economical) chain for every use."*

Check your stock. Mark down the items to be reordered—and—other items you are not stocking now so you can sell your customers the correct chains for each of their requirements. Your AMERICAN CHAIN wholesaler stocks many popular numbers. He can get any others for you. Write our York office if you don't know his name.

**ACCO**



**AMERICAN CHAIN DIVISION  
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,  
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American  
Chain**

# HERE IT IS...

## the new COMPLETE DELUXE KLEENCUT LINE

in this fine counter cabinet



**YOURS**  
*free*

**PLUS 40% PROFIT**

with **DELUXE KLEENCUT DEAL #1907**

RETAIL VALUE.....	\$83.84
YOUR COST.....	\$50.30
YOUR PROFIT.....	\$33.54

Case contains 4 prs. ea.  
of following:

	Suggested Retail Ea.
<b>STRAIGHT TRIMMERS</b>	
112C 7" Fully Nickel Plated.....	\$1.79
112C 8" Fully Nickel Plated.....	\$1.98
113C 6" Enameled Handles.....	\$1.19
113C 7" Enameled Handles.....	\$1.39
113C 8" Enameled Handles.....	\$1.49
<b>BENT TRIMMERS</b>	
134C 8" Fully Nickel Plated.....	\$1.98
135C 8" Enameled Handles.....	\$1.49
<b>BARBER SHEARS</b>	
365 7 1/2" Fully Nickel Plated.....	\$1.89
<b>SEWING &amp; EMBROIDERY SCISSORS</b>	
Fully Nickel Plated	
348S 4" Sharp Points.....	\$1.29
348S 5" Sharp Points.....	\$1.39
348S 6" Sharp Points.....	\$1.59
101 7 1/2" Pinking Shear.....	\$3.49



Deluxe Kleencut scissors and shears sell fast. And why not! They're moderately priced and beautifully made, sure-fire selling features in any merchandiser's language. Please your customers — with a full selection of popular Nationally Advertised Deluxe Kleencut scissors and shears, now including ALL the styles in the biggest demand! You'll clinch more sales than ever with the new complete Deluxe Kleencut line.



SEE YOUR JOBBER OR WRITE DIRECT TO  
THE ACME SHEAR CO., BRIDGEPORT 1, CONN.

cleaning of a particular surface, the cleaning agent recommended for that surface is demonstrated on one of the sample squares.

Since the display was installed, sales of cleaning items increased substantially.

### Bale of Straw Proves Profitable Display Idea

SINGULAR METHOD of displaying pitch forks and hay hooks is shown here in the hardware department of the San Antonio Implement Company, by W. P. Coleman, owner.

Idea was that of Carl Hicklin, department manager. Owner Coleman says someone left the bale of straw, and Hicklin decided to use it for spotlighting related items.



Although percentage figures are not available, the result has been increased sales of pitch forks and hay hooks, for the display appropriately serves to attract attention to items which are in regular demand on the farms of customers.

### Hobby Supplies

(Continued from page 58)

supplies are visible to the customer at all times.

"Although about 65 percent of our customers are men and boys, we try to interest women in hobby



# Nationally Advertised Hammers Sell!

## Feature Plumb—America's Most Preferred Hammers during National Hardware Week

Fast-selling Plumb Quality Nail Hammers "Twin Packed" in 2 assortments—2 price ranges.

Choose convenient—Twin Pack "A" or "B" to increase sales during National Hardware Week.

Remember 16 oz. Nail Hammers are the "Bread and Butter" items in the hammer line—display them.



Colorful  
Display  
Pennants  
in each  
Twin Pack

Genuine **PLUMB** HAMMERS  
IN STOCK!



A Complete Unit

### PLUMB *Twin Pack* TOOLS

#### ◀ TWIN PACK "A"

Contains: Autograf—16 oz.  
1/2 doz. No. OAN11 1/2

Advertised Finish  
—16 oz.  
1/2 doz. No. 81

#### TWIN PACK "B" ▶

Contains: Autograf—16 oz.  
1/2 doz. No. OAN11 1/2

Plumb Leader—16 oz.  
1/2 doz. No. L81

**PLUMB**

POPULAR MECHANICS

QUALITY COMES FIRST—**PLUMB** IS FIRST IN QUALITY



## *the* **LAMSON BOLT BAR** adds *Counter Punch* to any store

Here's your chance to bring your important bolt and nut business into the open.

And, bolts and nuts *are* important. Pre-testing proves that you can turn your Bolt Bar stock over six times a year. That means approximately \$1000 profit in your pocket.

Over 1000 Lamson Bolt Bars are now in use. Retailers are high in their praise for the sales job they do. Why don't you get on the band wagon now?

Just ask your distributor about the Lamson Bolt Bar—or write us direct. It's the *modern* way to sell bolts and nuts!

**100 FASTEST MOVING HARDWARE SIZES**

### **The LAMSON & SESSIONS Co.**

General Offices: 1971 West 83th Street • Cleveland 2, Ohio

Plants at Cleveland  
and Kent, Ohio  
Chicago • Birmingham



supplies, both for themselves and as gifts," Stuart said. "Women, more than men, take advantage of our lay-away plan, which adds considerably to volume just before a special gift season begins. We promote and sell hobby supplies to women who are shopping for gifts for boys and girls especially."

An advertising idea that has paid off very well for the store is the free bicycle and electric trains given away each Christmas. Every customer who enters the store is given a free coupon for the drawing, which is held each Christmas Eve. Customers also are given a coupon for each dollar they spend in the store. This promotion attracts many new customers who purchase hobby items for Christmas presents.

"We can assure anyone that hobby supplies are more than merely seasonal merchandise. We know that our customers follow a hobby in winter as much as in the summer," concluded Stuart. "With this in mind, we are advertising our hobby department and emphasizing service, as well as sales. Believe me, it can be big business when properly promoted."

### **Renting Power Mowers**

(Continued from page 60)

with the features and characteristics of a specialty product and results in increased sales.

Both Pape and Dieruf have established an hourly rate of \$1.00, with a minimum charge of \$2.00. Rental time is estimated from the time the mower leaves the store until it is returned. In addition, a penalty is imposed if the rental unit is not returned to the store by closing time. No flat weekend rates are offered, nor are customers allowed to keep a mower over an entire weekend. On leaving the store the customer is required to sign a rental form assuming all responsibility for injury to himself and/or the machine. Each rental is numbered and a time log book is kept, along with the rental form filled out by the customer. Both rental time and service cards are maintained for each mower throughout the season.

A rental service has another profitable side. Bill Dieruf states that "we use the rental of mowers to stimulate the sale of new units, and though we like the rental in-



# SSIRCO Hits a New High!

**... IN WHAT YOU WANT—  
WHEN YOU WANT IT!**



One of the many SSirco Services — and one that will mean a lot to you — is the convenience of getting *what you want when you want it*.

You benefit two ways. Besides the convenience, you get the SSirco-distributed line of nationally-advertised, top brand names. Names your customers know and prefer. Products that are priced to leave you a tidy margin of profit.

You — like other SSirco customers — can count on an ample supply of these quality materials that sell. Be sure of getting *what you want when you want it* . . . contact the SSirco warehouse nearest you. The friendly service and prompt delivery you'll get will mean increased sales and profits for you.

## THESE FAMOUS PRODUCTS MAKE UP SSIRCO STOCK

Reynolds Aluminum  
Building Products  
Fellansbee Terne  
Carey Asphalt and  
Asbestos Products  
Certain-tek  
Asphalt Products  
EZ-Way Stairways  
Miami-Carey Cabinets  
Celotex Insulation  
Board Products  
Insulite Insulation  
Board Products  
Flintkote Products  
Nu-Wood Insulation  
Board Products  
Masonite Hardboards  
Upson Panels  
Asbestone Asbestos  
Products

Durall Screens  
Georgia-Pacific Plywood  
Lo-"K" Cotton  
Insulation  
Columbia-Matic Screens  
Shakertown Cedar Shingles  
General Flush Doors  
Atlas Flush Doors  
Milcor Steel Products  
Vari-Pitch Louvers  
Hamlin Ventilators  
Anaconda Copper  
SSirco Steel Roofing  
and Building Products  
Barclay Plastic-Coated  
Paneling  
Superior Metal Trim  
Leslie Louvers  
Alsynite Translucent Panels

**FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY  
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE**



*Manufacturers' Distributors*

## SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.  
Atlanta, Ga.  
Albany, Ga.  
Augusta, Ga.

Tampa, Fla.  
Orlando, Fla.  
Miami, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Memphis, Tenn.

Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.  
Richmond, Va.



Furnished with  
Regular or Hook  
Ring at Same Price



# LUFKIN

## ROYAL NI-CLAD STEEL TAPE

Here is a real bargain for your customers! The line in the Ni-Clad is all metal—will outwear soft-coated tapes many times. The welded metal case liner is rust resistant coated, and covered with tough, durable vinyl. Black graduations and figures stand out sharp and clear against the nickel-white background. Order No. H-433, 50-ft. with hook ring; No. 433, 50-ft. with regular ring from your Hardware Jobber.

SELL **LUFKIN**

TAPE • RULE • PRECISION TOOLS

THE LUFKIN RULE CO. • SAGINAW, MICH.  
132-138 Lafayette St., New York, N.Y.  
Barrie, Ontario

215



### TO HELP YOU SELL MORE

Mail the coupon and we will send you a small-sized newspaper mat and a sample of a consumer folder on the Ni-Clad that we will furnish you in quantity without charge. This folder is especially suited for stuffing with statements, or putting on the counter.

In the largest advertising program of its kind, millions of readers will see ads directing them to your store to buy the Ni-Clad. Tie-in with this powerful program... stock and display the Ni-Clad... use the newspaper mat and folders offered below... It means money for you.

The Lufkin Rule Co., Dep't. 5H, Saginaw, Michigan

Please rush me the following dealer helps on the Ni-Clad tape:

( ) small sized newspaper mat ( ) consumer folder

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

come, this is not an end in itself." When Dieruf has a customer who he feels is considering the purchase or rental of a power mower, his floor salesman takes over.

Many rental customers have become purchasers of new power mowers early in the mowing season. The rental mower has, actually, become a demonstrator. Bill Dieruf is considering employing an outside salesman to call on rental customers who he feels are considering the purchase of a new unit.

### Selling Rental Units

Pape has found a further means of extracting profits from rentals. Late in the mowing season, he reconditions his rental units and sells these used units at reduced prices, often netting as much as half of his original investment. Knowing that he must start each rental season with new units, he has experienced no difficulty in finding a ready market for his reconditioned mowers. This amounts to extra profits for the rental department.

If careful attention is given to advertising and promotion, Pape and Dieruf contend that dealers will have no problem in attracting rental customers.

Fred Pape, for example, uses a prominent listing in the telephone directory and supplements this with handbills promoting his rental service. These are distributed throughout the neighborhood by local youth groups at minimum expense.

### Publicizing Rentals

Bill Dieruf has his own effective method of publicizing rentals. Each envelope or handbill leaving his store carries a message announcing the availability of the rental service. He has a rubber stamp for this purpose and merely stamps on the message in colored ink. Post cards mailed direct to known prospects also have proved to be particularly effective.

A power mower rental service offers an additional advantage that should not be overlooked. It gives a dealer the opportunity to arouse the interest of customers in the purchase of allied merchandise, helping him to take full advantage of the time of year when his customers are occupied with the job of keeping lawns and gardens in condition.





# FINEST AXES MADE

**say dealers and customers alike!**

**T**HE minute a man who knows axes takes a True Temper axe in hand, he'll know he's holding the finest axe made! Whatever the pattern or weight . . . single or double bit . . . this is the axe that leads the field in design, construction, balance.

You can stock and display True Temper axes with complete confidence that with every sale you'll gain a satisfied customer—the "indispensable man" to your business and ours! True Temper Corporation, Cleveland 15, Ohio.

**TRUE TEMPER** *Corporation*

## TRUE TEMPER AXES HAVE ALL THESE FEATURES!

- Heads forged from solid steel—no welds or seams.
- Precision tempered in automatically-controlled furnaces.
- Power centered for accuracy.
- Fire Hardened hickory handles to resist weather and wear.
- Power driven for perfect fit.

**FOR OVER 100 YEARS MAKERS OF FINE TOOLS. FISHING RODS. GOLF SHAFTS**

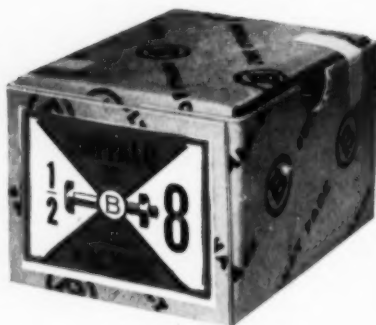
SOUTHERN HARDWARE for MARCH, 1953

# ORDER

your bolts, nuts, rivets and other fasteners easier and faster...without confusion or error. Buffalo Bolt's latest catalog NO. 51 — gives you the information you need...in a hurry. It's clear, concise...and complete.

# STOCK

top quality Circle **B** Bolts in clearly-labeled, sturdy, corrugated board Handy-Pack containers. Simplify your handling problems. Write for folder explaining types of bolts, quantities and weights available in Handy-Pack cartons.



# SELL

the high quality of the complete line of Buffalo Bolts which has never been surpassed. In combination with Handy-Pack cartons, they offer a superior product at a price no higher than that of ordinary bolts.



# BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities

PRODUCERS OF CIRCLE **B** PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

## Developing the Small-Town Mower Market

(Continued from page 60)

Although no repair department is maintained, repair parts are stocked, and the work is turned over to a local skilled service man.

Power lawn mowers help to sell the more expensive hand-operated mowers, Miss Ramsey pointed out. The customer who feels unable to buy a power mower often is glad to settle for a really good manual machine that can do more and better work than a less expensive one. Accordingly, along with power mowers, a wide display of hand mowers is shown.

"Good display is the biggest factor in our lawn mower promotion," Miss Ramsey said. "A new, brightly painted lawn mower is a handsome piece of merchandise that inspires impulse buying."

## Building a Profitable Gift Department . .

(Continued from page 69)

announced that she had purchased several baskets. Albert Goodman, store manager, only gave her a questioning look. When the baskets arrived and were unpacked, Mr. Goodman inspected them and expressed the opinion that, as far as baskets were concerned, these did not make sense: they were too small for a wash-basket, too fancy for gathering eggs, and really of little use for anything. Mrs. Kuban quietly accepted the "ribbing" and set up the baskets for display.

"They sold like hot-cakes on a frosty morning," she said. She sold them, in spite of the fact that locally no one was using baskets for bread plates, for decorative or other purpose. She had to tell the customers how effective the baskets were, as well as the various purposes they could serve. She found no resistance among women customers.

"Now," she said, "we re-order baskets all the time. In fact, we just couldn't operate the department without them!"

In selling giftware, Mrs. Kuban pays particular attention to delivering and keeping the orders straight. Once the bride-to-be has made her selection and left the store, Mrs. Kuban gathers every item on the list and carefully packs each in a separate carton. "This is to prevent our selling out and

# Special for Hardware Week



Card size: 13 1/4" x 6 1/8"

**NEW NO. 2370 NEST OF SAWS—  
A SENSATIONAL VALUE AT ONLY**

**69<sup>\*</sup>¢**

RETAIL

Here is a brand-new Millers Falls moneymaker — offered at a special low price for Hardware Week only.

A younger brother to the famous, fast-selling No. 725 Nest of Saws, it has the same mass sales appeal. Homeowners, farmers, craftsmen, hobbyists, mechanics, service men—even housewives are good prospects.

Its sturdy, pistol-grip handle gives excellent control. The blades are reversible for cutting into corners. Three blades are supplied—medium and fine tooth for metal, coarse for wood. Mounted on a colorful display card, it's a real eye-catcher that sells itself.

In every way, it's an amazing value—a natural, high-volume impulse item with tremendous potential. Order a generous supply from your wholesaler and cash in on this salesworthy new Millers Falls tool.

#### No. 2370 Nest of Saws

carded complete with  
1 woodcutting, 1 medium and  
1 fine metalcutting blade

Length  
Overall  
10"

Packed  
12 cards  
to a box

**Regular  
Selling Price**  
**\$9.00\* a doz.**

\*Prices slightly higher  
in the West

*Special Hardware Week Price \$8.28\* a dozen*  
*Special Hardware Week Cost \$5.52\* a dozen*  
*Your Profit 33 1/3% \$2.76*

#### POWERFUL SALES AID TO HELP YOU CASH IN

9,115,253 ADVERTISEMENTS in the Hardware Week issues of the Saturday Evening Post, Country Gentleman, Popular Mechanics and Popular Science Monthly are scheduled to pre-sell millions of customers for you.

STORE PENNANTS featuring the No. 2370 Nest of Saws will be included in all irha Hardware Week Store Decorating Kits, which are being supplied free by the NRHA.

NEWSPAPER MATS for use in your own store advertising are available on request from the factory.

**MILLERS FALLS COMPANY, GREENFIELD, MASSACHUSETTS**

# Cash In On The TREND...

## The COMPLETE Line

- 18" cut machine—belt driven—1.5 HP
- 20" cut machine—belt driven—2 HP
- 20" cut machine—direct drive—2 HP
- 20" cut machine—belt driven—2.5 HP
- 20" cut machine—belt driven—3 HP

## Plus 2 New Self-Propelled Models.



NOTE: A specially designed Clark Rotary sales feature is the one piece, vacuum lift blade—no breakage, no retrimming—easily removed for sharpening.



## CLARK MANUFACTURING CO.

3024 Melville Rd., S.E., Decatur, Georgia

- Please send literature and franchise information . . . ☐
- Please send name of my nearest jobber . . . . . ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

The consumer trend is to easier-operated, fool-proof, one-job power mowers. The hardware trend is to faster sales, greater profits. The mower trend is to Clark Rotary.

## DEALERS:

Clip coupon for literature and names of your nearest jobber.

## JOBBERS:

Clip coupon for franchise information

Nationally Advertised

not being able to fill the orders later," she explained.

Everything in the gift department is handled on open stock. There are times when the selected items are not called for, as contemplated. For example, the bride may have specified place settings for eight, while her friends gave her only six. Often, in such cases, the bride's parents will purchase the difference.

"By carrying open stock," Mrs. Kuban explained, "those extra pieces can be purchased later, for anniversaries, birthdays, etc. And the items we have set aside with her original request can be placed back in stock with no loss incurred."

Even of more vital concern than the attractive displays of gift items is the store's willingness to be of assistance to a new bride or bride-to-be. When an engagement is announced in Bryan, Central Hardware immediately issues the prospective bride an invitation to visit the store and inspect their gift lines.

Also, every girl is name-conscious, Mrs. Kuban warned. "Merchandise known and recognized for quality will gain more customers and sales volume for a department such as ours than fancy fixtures and unknown brands."

In every-day china, Mrs. Kuban makes every attempt to offer the most reliable makes. "Though this is domestic china," she pointed out, "we are positive that what we handle will not craze. This is an important point to watch. For some girls, this will be their best chinaware. Many of these girls will be the store's best customers for items in other departments. Therefore, we cannot afford to think of our department as being apart from the entire operation."

## Free Repair Service

(Continued from page 65)

children are on vacation.

Repair service increases, rather than diminishes, the sale of merchandise which the store repairs, Floy Metts said. For example, farmers who have pumps releathered here usually buy new pumps at Metts Brothers when their old ones wear out. Likewise, kitchenware, garden tools and other pieces of farm and home equipment that have outlived their usefulness are replaced at the store. Oxfordians



**HOW YOU  
CAN MAKE**

**MORE  
DAISY  
AIR RIFLE  
DOLLARS**

**THIS  
SPRING**

**DAISY MANUFACTURING COMPANY**  
PLYMOUTH-MICHIGAN U S A

**DEAR DAISY DEALER:**

Here is Daisy's biggest Spring Promotion in 65 years—built around National Daisy Air Rifle Month in May!

We've prepared a Free Promotion Kit featuring a Gun Display "Rack", Daisy "Club" Booklet, etc.—for your use before, during and after May! Read about it on the page opposite this.

The theme of our heavy national advertising and of all promotional material is "Buy a Daisy—Start or Join a Junior Air Rifle Club!"

Be sure you have the entire Daisy Air Rifle Line in stock—some of every model (Bulls Eye Shot, too) so you can make more Daisy Dollars this Spring and Summer!

*Robert D. Daley*  
DIRECTOR of  
Sales and Advertising

**MAY  
is NATIONAL  
DAISY  
AIR RIFLE  
month**



**DAISY  
MANUFACTURING COMPANY**  
PLYMOUTH, MICHIGAN, U. S. A.

**FREE!**

**NATIONAL DAISY  
AIR RIFLE MONTH**

**Promotion  
KIT!**

**KIT  
CONTENTS**

**buy a DAISY...  
START A CLUB**  
*or join a junior  
AIR RIFLE CLUB*

**FREE!  
GUN RACK  
and CARD  
For May Use  
AND YEAR AROUND  
DISPLAY!**

**BUILDS  
STORE  
TRAFFIC**

This compact, sturdy gun rack displays any model Daisy in your window or on counter before, during and after National Daisy Air Rifle Month Promotion! Rack holds gun, Display Card, Daisy "Club" Booklets! A wonderful sales stimulator for spring and summer! Yours **FREE** in Kit!



**FREE! WINDOW STREAMER!**  
Eye-catching "year around use" window streamer offers Free Books to Dad and children. Builds big store traffic!



**FREE! WINDOW STICKER!**  
For use during May Promotion only.



**FREE! 10 "CLUB" BOOKLETS!**  
Pass out Free 40-page Booklets to adults, kids for bigger Daisy sales! Booklet shows Mom and Dad how their child may be trained in safe Daisy shooting in a junior air rifle club; how to start a club; complete Daisy Catalog. For year around use! 10 Booklets in Kit!

**FREE! MAT AD SHEET!**  
Offers Free mats of guns, tie-in newspaper ad mat, radio "spots", publicity story.



**DAISY MANUFACTURING COMPANY**  
Dept. 3833, Plymouth, Michigan, U. S. A.  
Send Promotion Kit **FREE** and Postpaid!

Store Name \_\_\_\_\_

St. & No. \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_ City \_\_\_\_\_

Mark Attention of: \_\_\_\_\_

**DAISY MANUFACTURING COMPANY**  
PLYMOUTH, MICHIGAN, U. S. A.

# Ideal Companion to Hardware Sales



**TWO SALES mean TWO PROFITS!** Every time a customer buys hardware or paint for repairs or new work, he's in the market to buy wood protection against rot and termites, swelling and warping. You make two sales instead of one when you suggest Chapman clean Penta Wood Preservatives . . . Deep-Treat and Seal-Treat.

## Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

### USE OUR SURE-FIRE PROMOTION PLAN!

Hard-hitting; designed to sell! Complete with newspaper mats, radio and tv spots, direct mail folders, window banners, counter displays.



**Stock and Sell Chapman's  
Complete Line of**

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

## Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE

**CHAPMAN CHEMICAL COMPANY**  
DERMON BUILDING MEMPHIS, TENNESSEE



**Clean WOOD PRESERVATIVES**

like to fill their hardware needs at this store, because they know that they will be able to receive minor repairs on most of their purchases without charge, if their purchases begin to give trouble.

### Few Requirements

No special tools are required for performing the various repair jobs brought to the Metts brothers, and no special area is set aside for repair work. Thus, the free service requires no heavy investment and accounts for no heavy overhead. A fee of 25 cents is charged customers when soldering is performed, and customers are required to pay the wholesale price of any new parts that go into their merchandise. Otherwise, the service is entirely cost-free.

## Asphalt Roofing

(Continued from page 67)

phalt roofing is applied directly on top of old materials, eliminating the expense of tearing off the wornout roof covering.

### Reinforcing Eaves and Rakes.

One application point that is worth stressing concerns reinforcement of a roof along its eaves and rakes. Eaves and rakes need additional protection because they are the exposed edges of the roof covering. The first step is application of metal drip edging, and the second step is application of an eaves flashing strip. Both of these are recommended for use with all types of asphalt shingles.

A metal drip edge (see Fig. 5) is a strip of corrosion-resistant 26-gauge sheet metal laid along the eaves and the rakes. Galvanized steel, painted on both sides, is customarily used. The strip of metal is fastened with roofing nails spaced 8 and 10 inches apart along its inner edge. Then the strip is bent down along rake and eaves lines. The metal should extend 2 to 4 inches back from the edge of the roof deck. Prefabricated metal drip edges made especially for the purpose can be used.

The eaves flashing strip (see Fig. 6) is made of 90-pound mineral-surfaced or 65-pound smooth roll roofing. It overhangs the lower edge of the drip edge from  $\frac{1}{4}$  to  $\frac{3}{8}$  inch and extends up the roof to a line at least 12 inches inside the inside wall line of the building. The flashing strip should never be narrower than 36 inches.

*You can put your confidence in-*

the



line

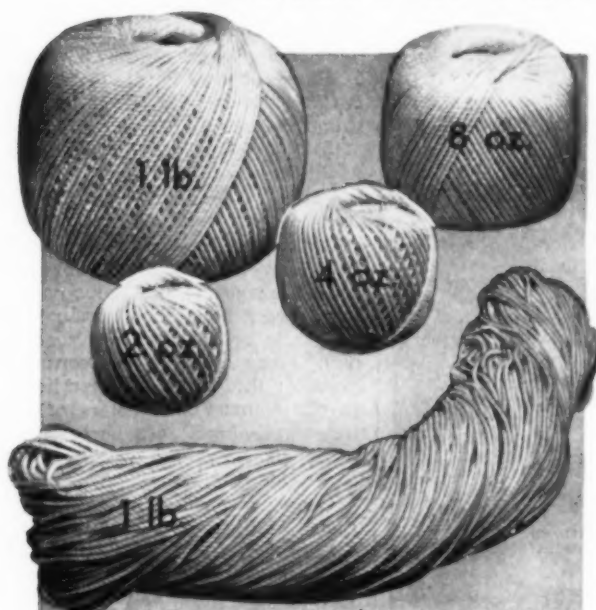
Quality Twines and Cordages

# SEINE CORD

ART. 533

IN A  
VARIETY of PUT-UPS

SEINE TWINES  
SEINE CORDS  
TROT LINES  
STAGING  
VENETIAN BLIND CORD  
SASH CORDS  
CLOTHES LINES  
MASON LINES  
BUTCHER'S TWINES  
FISHING LINES  
NYLON CASTING LINES  
STARTER ROPE  
JUMP ROPE  
MOP HEADS  
WRAPPING TWINES  
KITCHEN LINES  
EXPRESS TWINES  
CHALK LINES  
KITE CORDS  
PARCEL POST TWINES  
POLISHED INDIA TWINES  
PLASTIC CLOTHES LINES



1 lb. skeins — 12 thru 72 ply

2 oz. balls — 12 thru 24 ply

4 oz. balls — 12 thru 48 ply

8 oz. balls — 12 thru 72 ply

Above Sold in 5 lb. Pkgs.

1 lb. balls — 24 thru 72 ply

Sold in Bulk



**ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID.** Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C. or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

STOCK TOP QUALITY



SEINE CORD AS A  
STANDARD, STAPLE,  
BEST SELLER

When you display the **MIKE** line—  
*it Sells!*

**Cleveland Mills Company**

ESTABLISHED IN 1873

LAWDALE, NORTH CAROLINA

Marietta, Minnesota

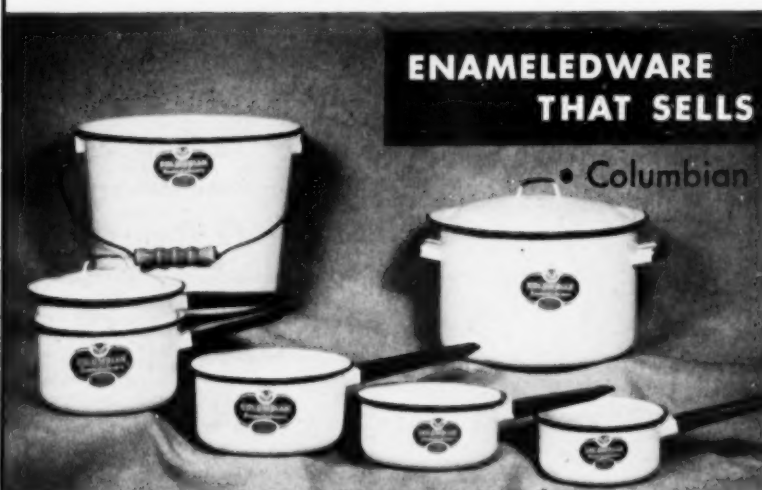
# Two great lines

...ONE RELIABLE SOURCE



## THE LATEST IN THERMIC JUGS

- Sportsmaster
- All-American
- Champion



## ENAMELEDWARE THAT SELLS

- Columbian

► Now . . . get your Thermic Jugs as well as your Enameledware from COLUMBIAN . . . a dependable source for 82 years. Moved to Columbian's giant plant the famous Sportsmaster, All-American, and Champion lines of Jugs formerly made by Metal Industries, Inc. already offer you even finer quality at better prices. More than ever these lines give you complete coverage of price range and customer needs . . . beauty that stops 'em and values that SELL.

► Columbian Enameledware has been a leader in the housewares field since 1871. This fine line of needed items includes plenty of seasonal and promotional "specialty" numbers. In ONE LINE you get top quality—priced to SELL.



### NEW FOR '53

Half-gallon non-rusting all aluminum Champion Picnic Jug with replaceable glass liner. Retailers under \$2.00

COLUMBIAN ENAMELING & STAMPING CO., INC. • TERRE HAUTE, INDIANA

### Color Stimulates Sales

In selection of asphalt roofing, color is another significant factor. The importance of color is steadily becoming greater as more homeowners realize its potentialities. Consequently, color is a valuable sales stimulant—and the more a hardware dealer and his employees learn about the ways in which colorful roofing can enhance the overall attractiveness of a house, the more asphalt roofing they can sell. Here are a few basic suggestions that customers will appreciate:

(1) When a customer intends to reroof an existing building, urge him not to select automatically the color he already has. Point out the wide range of solid and blended colors available—from the more familiar deep tones to the soft, subtle pastels that are gaining increased popularity.

(2) A building with a dark roof generally appears lower than it actually is, and a building with a light room seems higher. Thus, if a house is awkwardly tall, use dark roofing; and if it is too squatly, use a lighter color.

(3) For overall color harmony, when the whole exterior of a house is being reconditioned, select the roof color first and then pick other colors to go with the roof. Because of its large unbroken area, the roof sets the color pace.

(4) For a house in an industrial area, use colors that won't show dirt. Gray and gray-green are good for this purpose. For a house in the country, the colors of nature—green and soft, earthy reds—are often excellent choices.

(5) Use color to gain uniformity of appearance. Suppose there are three buildings in a group. They'll look much better if all the roofs are, for example, blue, instead of having one blue roof, one green and one red.

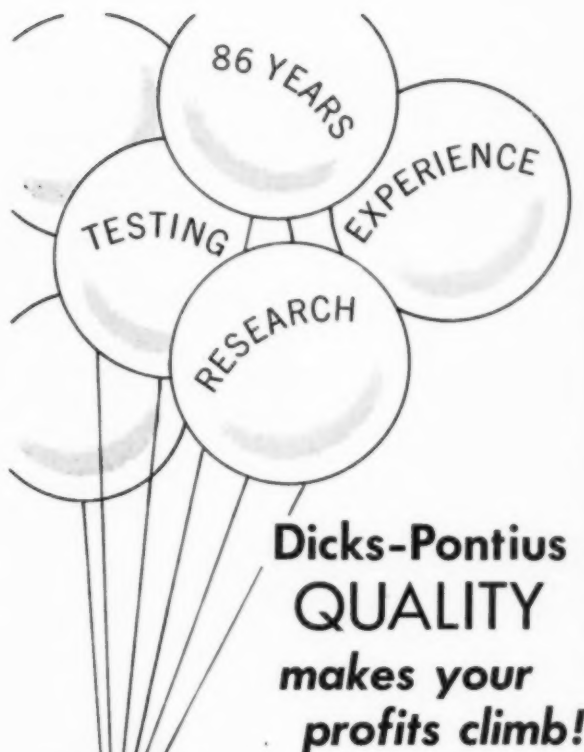
## WHOLESALE NEWS

(Continued from page 54)

### Hopf Leaves Disston, Enters Wholesale Field

GEORGE E. HOPF, SR. recently resigned as marketing manager of Henry Disston & Sons, Inc., to enter the wholesale hardware





## Dicks-Pontius QUALITY makes your profits climb!



**D-P GLAZING COMPOUND** — much easier to use than conventional putty! Gives the consumer a perfect product for dozens of home maintenance uses in addition to window glazing. Always ready to use — will not harden in the can. Packaged in 1 lb. cans and up.

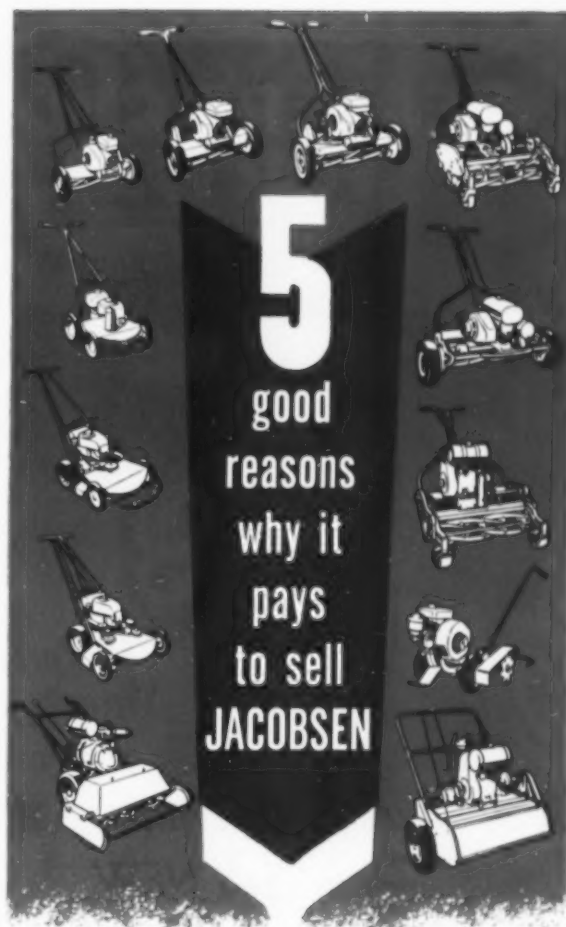


**D-P CAULKING COMPOUND** — will not bleed, stain or discolor masonry. Remains in semi-plastic state to assure tight, permanent sealing. Will not harden or crack. Highest quality — thoroughly proved! Packaged in 1/10 gal. cartridges and in standard cans, 1/2 pt. and up.

**STOCK AND DISPLAY** these high quality D-P products. Your customers will use them, like them, come back for more — and your profits will climb! Order from your jobber today!

For 86 years  the quality leader

**THE DICKS PONTIUS COMPANY**  
DAYTON, OHIO  
Alexandria, Va. Decatur, Ga.



- 1 **A WELL-ESTABLISHED LINE OF SALES LEADERS**  
... no risk of handling a line that may become orphaned in a year or two.
- 2 **RIGHT SIZE AND TYPE FOR EVERY BUYER**  
... eliminates the inefficiency of promoting two or more brands.
- 3 **EXCLUSIVE MODELS**  
... like the Jacobsen Manor, that yield plus profits from sales to large home owners, parks, schools or cemeteries.
- 4 **CONSISTENTLY ADVERTISED**  
... in a carefully selected list of general and shelter magazines.
- 5 **FULL FACTORY BACKING**  
... with advertising aids, display material, sales training programs, service schools and assistance in demonstrations.

There's a solid future for you with Jacobsen — the line with over 30 years of progressive past and growing future.

**Jacobsen**  
MANUFACTURING COMPANY  
RACINE, WISCONSIN, U.S.A.

# DEALER'S CHOICE FOR 1953!



**Deal Yourself a Winning Hand with  
Pemsco's NEW**

**Houseware Items . . . Retailing at \$2.95 Each**

Pemsco's ALL-PURPOSE Food Carrier-Cover combination keeps pastries fresh for days; provides an easy way to carry pies, cakes, sandwiches, hot dishes and many other food items to parties, picnics, etc. Beautiful Hand Decorated Flowercraft Design and sparkling colors add beauty to any kitchen, and its ALL PURPOSE uses gives this item year around appeal.

The Pemsco Mag-Rack will give you an item with volume sales and year-round appeal. Every family will want one or more. An inexpensive magazine rack, expertly made from heavy gauge materials and velvet ebony finish with beautiful Hand Decorated Flowercraft Design.



Large air tight compartment for cakes or hot dishes. High enough to accommodate large size angel food cakes. May be used as a separate unit.



Separate pie section has tight fitting cover, keeps pie fresh and delicious for days.



Pie cover fits snugly over base making a neat single compartment for pies or hot dishes.



Large tray, easy to use, easy to clean, makes an attractive serving tray for sandwiches, cakes or cookies, etc.



**Can be used  
in any room  
in the house**

The Pemsco Mag-Rack fits well into any room. Not too big for crowded bathrooms, yet is large enough to hold sufficient number of magazines. The Pemsco Mag-Rack is attractive and rich-looking, will blend into any living room decorative scheme. Sturdily built, the Mag-Rack can stand heavy use of basement play rooms, dens or outside patios.

**Order from Your Jobber Today!**

**PEORIA METAL SPECIALTY COMPANY**

2505 S. Washington St., PEORIA, ILLINOIS

business in partnership with Benjamin Waxberg of B & N Waxberg organization, New York 2, New York.

Mr. Hopf joined Disston as assistant advertising manager 28 years ago, and during his stay with the company served as advertising manager and sales man-



George E. Hopf, Sr.

ager of the hardware department. About two years ago, he was appointed marketing manager for all distribution of Disston products.

Mr. Hopf, in becoming a partner of the B & N Waxberg organization, is general manager.

## INDUSTRY NEWS

(Continued from page 52)

### Food Mchry. & Chemical Acquires Mowamatic Co.

FOOD MACHINERY and Chemical Corp., San Jose, Cal., has announced its purchase of Mowamatic Corp. of Mount Vernon, New York, producers of power lawn mowers. The acquisition was effected on November 20 for an undisclosed price. Officials of FMC stated that the acquisition was made to round out and integrate existing lines of specialty power equipment manufactured by Food Machinery for the farm and garden trade.

Mowamatic Corp. produces and sells two lines of power mowing equipment. One line, sold under the trade name "Mow-A-Matic" consists of reel type mowers, powered by gasoline engines and

TURN PAGE FOR  
ANOTHER



PRODUCT



## Precision Saw Kit... FOR FINE FINISHING WORK Another Great Rockwell Promotional Deal

This professional quality 3 in 1 finishing kit consists of an 18-inch, 10-point hand saw for fine finish sawing on cabinets, moulding, furniture and trim . . . plus a 2-blade nest of saws with a 12-inch, 12-point compass blade and a 10-inch, 10-point keyhole blade for smoothest cuts on circular and "tight corner" sawing plus fast cutting through bone, plastics, nails and soft metals. Materials and manufacturing standards are of highest quality. Even carpenters will want this quality kit. Priced at only \$4.98, retail, this Rockwell National Hardware Week Special is the greatest hand saw profit maker ever offered! Don't delay, order now!

**\$4<sup>98</sup>**

... for  
**RETAIL**  
Reg. \$6.75 VALUE

EXACTLY AS ILLUSTRATED  
IN FOUR COLORS

**... for NATIONAL HARDWARE  
WEEK ONLY!**



**Rockwell Tools, Inc.**

1314 Kinnear Road Columbus 8, Ohio

*100 Years of Fine Quality Saw Making*

Subsidiary of ROCKWELL  
MANUFACTURING COMPANY  
Pittsburgh, Pa.

TURN PAGE FOR

ANOTHER



# Makes Circular Saw into MULTI-PURPOSE Tool **DELTA** Moulding Cutterhead and Knife Set

PICTURE FRAMES, TABLE  
EDGES, BEAUTIFUL DECORATIVE  
SHAPES on a circular saw!

**\$9.95**

RETAIL

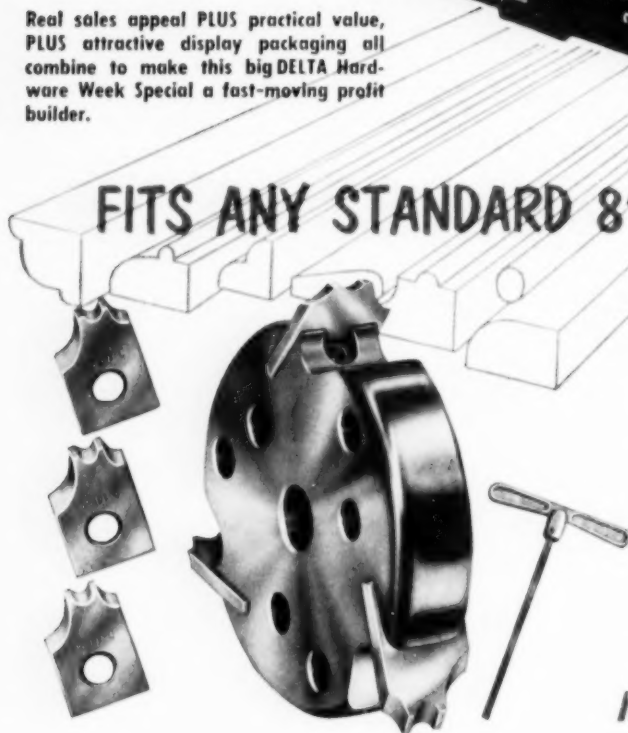
YOUR  
COST **\$7.46**



Real sales appeal PLUS practical value,  
PLUS attractive display packaging all  
combine to make this big DELTA Hard-  
ware Week Special a fast-moving profit  
builder.

Order By Catalog No. 34-821.  
Display Packaged as illustrated.  
Packed in individual shipping cartons.

## FITS ANY STANDARD 8" or 10" CIRCULAR SAW



The Delta moulding cutter head and knife set makes it possible for the circular saw owner to make beautiful picture frames, and the decorative shaped edges that give a home project that professional look. He can make dowels, do his interior millwork, too.

Not only is every circular saw owner a prospect — but this set will help to sell circular saws to the beginner who doesn't realize a saw's versatility. There are many additional sets of knives for later sales, giving your customer an unlimited selection of moulded shapes.

The fast-moving turnover will ring your cash register profitably and often!

***In stock at your wholesalers NOW!***



DELTA POWER TOOLS

*Delta Quality  
Makes the  
Difference*

Another  Product

**Rockwell** DELTA POWER TOOL DIVISION  
MANUFACTURING COMPANY

400 NORTH LEXINGTON AVENUE • PITTSBURGH 8, PENNSYLVANIA



built in 18" and 21" models. The other line comprises rotary type mowers which are available with either gasoline or electric motors and are marketed under the name "Whirl-A-Matic."

Present plans released by FMC indicate that the newly acquired company will be operated as a subsidiary unit of the parent company, and sales headquarters are being transferred to Port Washington, Wisconsin.

## G. E. Elects Linder Vice President . . .

THE ELECTION of Clarence H. Linder, general manager of the General Electric Company's Major Appliance Division, with headquarters in Louisville, as a vice president of the company has been announced by G. E. president, Ralph J. Cordiner.

Mr. Linder's headquarters will continue to be in Louisville, Ky., until completion of the new Appliance Park, now under construction. He has been in charge of the Major Appliance Division since April, 1951, when the company first announced its plans for establishment of Appliance Park.

With 28 years of manufacturing, engineering, and administration background in General Electric, he has served in a variety of executive positions with the company.

## Olin Announces New Staff Appointments .

OLIN Industries, Inc., East Alton, Ill., announces that Marshall W. Acker, a vice president and director of the company, retired from active service as general manager of the Metals Division on December 31, 1952, and is succeeded by M. F. Meissner, who has been his assistant.

Mr. Acker continues as an Olin vice president and director, and is subject to retirement under the provisions of the Olin employment retirement plan on April 1, 1953. He has headed the development and expansion of Olin's metals division activities since their inception as Western Brass Mills in 1918.

Mr. Meissner, new general manager of the Metals Division, has been with Olin since 1950. From 1940 through 1946 he was assistant

to the vice president of Westinghouse, and from 1946 to 1950 assistant to the president of Industria Electrica de Mexico.

E. N. Rousseau, veteran member of the Metals Division sales organization, becomes sales manager, and H. M. Campbell, former assistant sales manager stationed at New Haven, Conn., has been appointed assistant to the general manager.

D. T. Marvel has been appointed vice president for sales of Olin Industries and will have responsi-

bility for the company's overall sales, advertising and sales promotion, and marketing activities of the arms and ammunition, metals, explosives, electrical, ramjet and export divisions. Previously sales manager of Olin Metals Division since 1950, he has had wide experience in sales, as well as in the procurement and distribution of raw materials.

Mr. Marvel has announced the appointment of C. L. Whittemore, Jr. as marketing manager. Mr. Whittemore joined Olin recently



### the Sensational SALES SUCCESS of 1952 presents a complete line of OUTDOOR FLY TRAPS

*Now designed to give you a complete family of outdoor fly traps in every price range!*

**BIG STINKY Fly Trap**  
1 gal. size with 8 oz. bottle of Control Fluid — individually packed and shipped 12 to master shipping carton. - - - - retail price **\$4.95**  
½ gal. size with 8 oz. bottle of Control Fluid — individually packed and shipped 12 to master shipping carton - - - - retail price **\$4.49**

**LITTLE STINKY**  
Little Stinky Fly Trap — with 3 oz. tube of Control Powder — without jar — individually packed and shipped 48 to master shipping carton. retail price **\$2.95**

**WEE STINKY**  
Wee Stinky Fly Trap — with 1½ oz. tube of Control Powder — without jar — individually packed and shipped 72 to master shipping carton. retail price **\$1.69**

*Plus Universal Control Fluid and Control Powder Re-orders*

★ **Nationally Advertised in 27 Leading Publications including:**

Saturday Evening Post  
Parade  
American

Better Homes & Gardens  
Time  
Popular Science

Country Gentleman  
Farm Journal  
Outdoor Life

**ORDER NOW! SOLD BY LEADING  
JOBBERs EVERYWHERE**

**DIOPTRON CO. BOX 1313 (unlucky for flies) MILWAUKEE 1, WISCONSIN**

**STOCK THE**  
*Leader*  
 ... in constantly  
 improving quality  
 and performance

**HOLD-E-ZEE**  
 The Original  
**Automatic Grip  
 SCREWDRIVERS**

... the leader, too, in increasing sales and customer satisfaction, as thousands of experienced hardware men know. In addition to the famous Gripper, Hold-E-Zees feature *extra values* in chrome vanadium blades, hand ground bits, transparent, unbreakable handles and the *fine finish* typical of fine tools ... *quality unsurpassed—performance unequalled.*



**Super-tension Grip**  
 now holds flat and  
 oval head screws  
 better than ever.



UPSON BROS., INC., ROCHESTER 14, N. Y.

after 14 years as marketing assistant on industrial sales of Socony Vacuum Oil Co.

### R. A. Jones Appointed to Stanley Sales Post . . . .

GEORGE P. MERRILL, general sales manager of The Stanley Works, New Britain, Conn., recently announced the appointment of Robert A. Jones as sales representative for the hardware division in Washington, D. C., Delaware and Maryland.

A native of Olyphant, Pa., Mr.



Robert A. Jones

Jones attended Banks Business College and Temple University. In 1935 he joined the Gulf Oil Corp. at Philadelphia and served as sales representative in the Baltimore territory until he joined the Air Force in 1942. Honorably discharged in 1945, Mr. Jones returned to Gulf, until in 1947 he resigned to join the McCarthy Hardware Co. in Baltimore, where he was later elected to the vice presidency. Mr. Jones now covers the territory previously handled by Carl S. Bauman, who was appointed to the position of assistant general sales manager of The Stanley Works in July, 1952.

### Dazey Announces New Territory Changes . . .

DAZEY CORP., St. Louis, Missouri announces that the State of Oklahoma has been added to the Texas territory and is being represented by the Parker-Swanson Co., with

**DAZEY ADVERTISING** consistently appears in the following magazines—American Home, Cosmopolitan, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Eve. Post, Sunset, Family Circle, Today's Woman, Woman's Home Comp., Better Living, Woman's Day, Better Homes & Gardens, Capper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

Removable, portable  
 take it anywhere

**DAZEY  
 HOLD-VAC  
 CAN OPENER**



**\$4.95**

to \$7.95

In colors

The world-famous Dazey can opener designed for use on any non-porous surface—glazed tile, plate glass, stainless steel, porcelain and enameled metals. No screws, nails or tools necessary. At Hardware, Home Furnishings, and Department Stores

If your dealer can't supply you—write us for literature and price list.

Be  
 sure



**DAZEY**

ST. LOUIS 7, MO

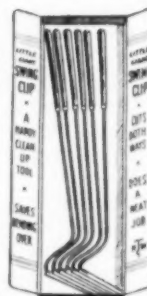
### EXTRA SALES WITH "Little Giant" SWING CLIPS

Your first sale is selling the Swing Clip. Your customers will go for this superior grass and weed cutter with the "golf club" balance and feel. Makes trimming and cleaning up easy, and its 38" over-all length eliminates bending.

#### Your Extra Sale

Detachable blade offers extra profit in sharpening or replacing. Available in silent salesman display carton of 6 with plain or serrated blades. Ask your wholesaler for details and prices.

WRITE TODAY for colorful catalog on complete line of products made in Maine—sold the world over.



#### FREE SHIRT

If Mr. Gayle Flick of Quality Paint & Hardware Store, New Orleans, La., reads this advertisement, we will give him a famous Hathaway shirt. Just write us, giving your shirt size.

**NORTH WAYNE TOOL CO.**  
 OAKLAND 2, MAINE

# Don't read this...unless

—you are interested in Terrific Increased Sales on Dazey Nationally Advertised Kitchen Helps

## Simple procedure for more profits...

- Keep a No. 6 Display Board on counter at all times to work for you from store opening to store closing. (All items are arranged for easy self-demonstration.)
- Keep another No. 6 Display Board in your window at all times to work for you 24 hours a day. (Dazey's National Advertising program is constantly working for you in your trading area.)
- Keep a reasonable open stock on all Dazey items to prevent lost sales on these consumer accepted products.



## FREE

One Dazey No. 6 Point-of-Purchase Display is free with the purchase of the following items as illustrated:

- No. 80 Dazite Finish DeLuxe Can Opener
- No. 88CR Red Dual Electronic (lid lifter) Can Opener
- No. 900CR Red Sharpie
- No. 61 Senior Can Opener (Dazite — Black Knob)
- No. 810CR Red Egg Beater
- No. 160 Ice Crusher (White Enamel — Red Trim)

The above six Dazey Kitchen Helps retails for \$30.82.

Nationally Advertised Dazey products are consistently advertised in the following magazines:

American Home	Ladies' Home	House Beautiful	Today's Woman	Better Homes &
Cosmopolitan	Journal	Saturday Eve.	Woman's Home	Gardens
Good	McCall's	Post	Companion	Capper's Farmer
Housekeeping	Parents'	Sunset	Better Living	Country Gentleman
Household	Redbook	Family Circle	Woman's Day	Farm Journal
				Successful Farming

WOMEN KNOW DAZEY • WOMEN WANT DAZEY

## DAZEY CORPORATION... ST. LOUIS 7, MISSOURI

Manufacturer participating in IRHA Hardware Week April 17 to 25

# International

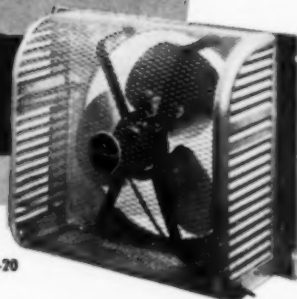
SAINT LOUIS

**COMPLETE LINE of Window Fans**  
at Sensational New LOW PRICES!

## 20" CABINET MODEL WINDOW FAN ... CR-20

Sleek cabinet design means sales to decoration-wise homemakers and ... it's priced with an eye to their budget. Powerful, 2 speed motor exhausts up to 3500 CFM ... cools 2 or 3 average rooms in minutes. Easily installed in windows up to 44".

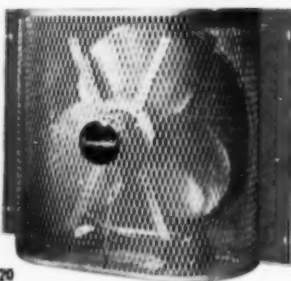
CR-20



## NEW 20" BUDGET PRICED WINDOW FAN ... LC-20

Specially priced to the volume fan market, without sacrifice of power and efficiency. Dependable 2 speed motor and full 20" clover-leaf blades move up to 3500 CFM. Expandable metal sides fit any standard window.

LC-20

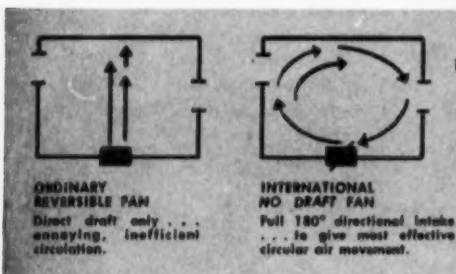
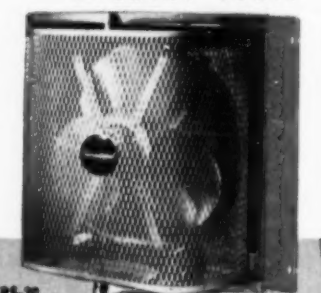


## New, Exclusive NO DRAFT Reversible Fan by International

SAINT LOUIS

### NOW ... A 20" NO DRAFT REVERSIBLE FAN ... RS-20

International's exclusive new swing-around construction permits use as an intake fan without annoying direct drafts. Air stream can be directed in more healthful, more efficient, circular stream. The NO DRAFT fan pivots easily to any position desired, without removing fan unit or screen. Full power 2 speed fan.

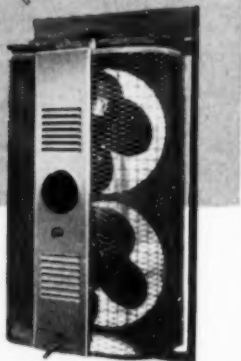


RS-20

### DOUBLE 12" NO DRAFT REVERSIBLE CASEMENT WINDOW FAN ... DL2

For the great and growing casement window market, the new NO DRAFT fan is available in a handsome, easy to install, cabinet model. Two complete 12" 3 speed fans in a safe, attractive mounting.

DL2



International

**OIL BURNER CO. (Fan Division)**  
3840 Park Avenue • St. Louis 10, Mo.

### Southern Sales Representatives

#### ATLANTA 3, GA.

Mr. A. H. Patton, 709 Walton Bldg.

#### NORFOLK, VA.

Mr. Bill Webster, Webster Corporation,  
2300 Colley Ave.

#### PITTSBURGH 22, PA.

Mr. H. M. Mason, 207 Investment Bldg.

#### WASHINGTON 20, D. C.

Mr. Jack Reynolds, Box 6966

#### HOUSTON, TEX.

Mr. S. R. Perkins, 1803 Cleburne

#### BLOOMINGTON, IND.

Mr. Alan Dunlap, 709 Atwater Ave.

offices in Dallas, Texas. Iowa has been added to the Kansas City-St. Joseph, Missouri territory along with Nebraska and Kansas, represented by the William A. Foley Co., with offices in the Merchandise Mart Bldg., Kansas City, Mo.

## Plumb Announces Recent Election of Officers ...

FAYETTE R. Plumb, Inc., Philadelphia, Penn., announces the election of the following officers at a meeting of the board of directors, January 29:

Fayette R. Plumb, chairman of the board; D. Rumsey Plumb, president; Frank L. Campbell, executive vice president and sales manager; Frank P. Green, vice president and merchandise director; Calvin P. Bascom, vice president and general manager of the St. Louis plant; William D. Plumb, treasurer and secretary; George R. Beck, assistant secretary.

D. Rumsey Plumb becomes the third generation to head the 97-year-old hardware firm. He succeeds his father, Fayette R. Plumb, who served as president for 48 years. The present seven officers have been with the company for a total of more than 250 years.

The late Fayette R. Plumb, grandfather of the newly-elected president and founder of the firm, died in 1905. He also was one of the founders and first president of the American Hardware Manufacturers Association.

## Yale & Towne Plans to Build New Lock Plant.

THE YALE & TOWNE Manufacturing Co., New York, N. Y., has acquired a tract of land at Lenoir City, Tennessee, where it plans to construct a new lock manufacturing plant, according to Gilbert W. Chapman, president. The new factory is part of Yale & Towne's plant expansion and modernization program and is scheduled for completion during the early summer of 1953.

Yale & Towne is presently constructing a hardware manufacturing plant at Gallatin, Tenn., and is operating hardware plants at Salem, Va., and Berrien Springs, Mich., in addition to its original hardware manufacturing plant, established in 1868, at Stamford,





Now there's

## 3-SEASON SALES IMPACT with LAMBERT DYNASWEEP Lawn Sweepers



LOOK FOR THE 4-LEAF  
CLOVER EMBLEM

ADVERTISED IN  
AMERICAN HOME,  
HOUSE & GARDEN,  
SUNSET AND  
LEADING  
CIRCULATION  
NEWSPAPERS

Our 50th Year

### SELL THE 3-SEASON USER BENEFITS

CUTS TIME, WORK AND COST OF LAWN CONDITIONING

1. **Spring**—removes stones, nuts, dead leaves, toys and debris, prepares lawn for spring care.
2. **Summer**—picks up grass cuttings, stands up grass, weeds and crab grass for easier, more efficient mowing.
3. **Fall**—eliminates leaf raking—clears lawn better, easier, quicker.

### A CLEAN SWEEP OF PRODUCT ADVANTAGES, TOO!

1. Machine-cut steel gears and pinions
2. Best merchandising colors
3. 21" and 30" sizes
4. All steel chassis
5. Roller-supported collapsible hopper
6. Ball bearing-mounted reversible brushes
7. Shipped completely assembled
8. National and local advertising
9. Point-of-sales promotion

**AND LOWEST PRICES!**

Ask your jobber or write

**LAMBERT INCORPORATED**

Dept. SH-3 Ansonia, Ohio



## Duroflo SHALLOW WELL WATER SYSTEM

A new profit-maker ideally suited for small homes, summer cottages, highway stores, etc., this new direct pressure, low cost water system is designed to efficiently perform in small spaces. It has ample capacity to deliver up to 500 gallons per hour depending on depth and operating pressure.

The outstanding, new design of the Duroflo lends itself to peak performance . . . throughout! For all shallow well applications to depths of 25 feet or less . . . you can depend on Duroflo to do a better job. Never before such quality, capacity and freedom from trouble . . . condensed into such a pleasantly small package . . . and the low cost will amaze you!

Duroflo . . . where space is limited. Only 17½" high; has 2½ gal. tank. Another quality Duro Co. product you'll want to sell!

### THE DURO CO., DAYTON 1, OHIO

Duro builds a complete line of water systems and water softeners.

*For complete information on the amazing, new, low cost DUROFLO, mail the attached coupon today!*

The Duro Co., Dayton 1, Ohio

Rush complete information on the new Duroflo Pump to:

Name \_\_\_\_\_

Street or P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



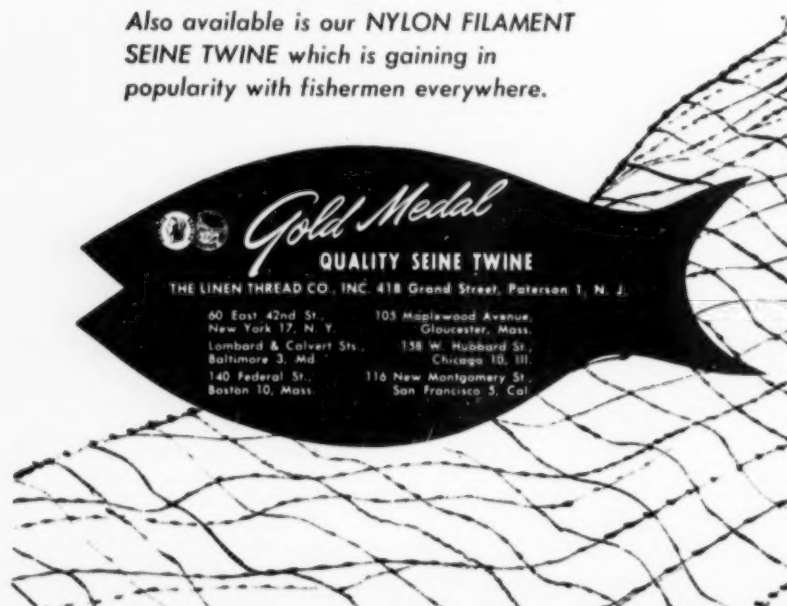
## FIRST IN THE LONG RUN...

• From start to finish . . . from bale of cotton to finished product — Gold Medal Quality Seine Twine has performance built into it that puts it first in the field—and keeps it there.

Production-controlled every step of the way, this favorite twine of fishermen gives long, satisfactory service . . . gives value beyond original cost.

**Ask the man who uses it!**

Also available is our **NYLON FILAMENT SEINE TWINE** which is gaining in popularity with fishermen everywhere.



THE LINEN THREAD CO., INC. 418 Grand Street, Paterson 1, N. J.

60 East 42nd St.  
New York 17, N. Y.

Lombard & Calvert Sts.  
Baltimore 3, Md.

140 Federal St.  
Boston 10, Mass.

105 Maplewood Avenue  
Gloucester, Mass.

138 W. Hubbard St.  
Chicago 10, Ill.

116 New Montgomery St.  
San Francisco 3, Cal.

Conn. The Yale & Towne plants in Canada, England and Germany manufacture both hardware and materials handling products. The plants at Philadelphia and Chicago are devoted exclusively to manufacture of materials handling equipment.

## BUSINESS TRENDS

(Continued from page 40)

ketings totaled 33.1 billion dollars in 1952, up a little more than one percent or about 500 million dollars from the previous year.



### Defense Spending Slightly Higher . .

DEFENSE EXPENDITURES were at an annual rate of nearly 51 billion dollars in the October-December period, a little more than a billion higher than in the third quarter, the Department of Commerce has reported.

Expansion in defense outlays was considerably smaller in 1952 than the year earlier, and the build up was slower in the last half than in the first half of the year.

"Such outlays," the agency reported, "are expected to rise somewhat further and reach a plateau sometime in 1953."



### Agricultural Prices Continue to Decline

RECORD-LARGE supplies and reduced foreign demand were the major factors responsible for the decline in agricultural prices in the last five months, according to a recent report from the Department of Agriculture.

Prices received by farmers dropped an average of 9 percent from August last year to mid-January 1953, and are 11 percent below a year ago. Most of the decline was due to lower prices for meat animals and cotton. The index of prices paid by farmers has dropped more slowly than prices received and in mid-January was down only two percent from a year earlier. Consequently, the

Take a TIP from  
**13,847 DEALERS\***



43% of those who stocked

**ALLENCO**

say it Sold best of all 4  
 leading lines in '52!

Concentrate on the ALLENCO  
 line of Sprinklers and Hose Ac-  
 cessories backed by the Largest  
 Advertising in the field!

Ask Your Jobber or Write...

\*projected from October 1952 survey



ESTABLISHED 1887

**W.D. ALLEN MANUFACTURING CO.**  
 CHICAGO 6 • NEW YORK 7

ALSO *First* IN FIRE PROTECTION EQUIPMENT

# KIDS GO FOR Draper-Maynard "LITTLE LEAGUE" BASEBALL EQUIPMENT

Approved by Carl E. Stotz, President of "Little League"

★TOPS in Quality, Design!

★BIG in Repeat Sales!

★COMPLETE Line

Sells "Team" Market!



## D&M "Little League" OFFICIAL BASEBALLS

"Little League" baseballs sell fast.  
 A sure-fire profit builder.

## D&M "Little League" GLOVES AND MITTS

Famous for quality—over 100 years!  
 Priced right—styled right... means  
 quick turnover, steady volume.

## D&M "Little League" BASEBALL EQUIPMENT

Professional style, designed for  
 Little League performance.

Order the complete DRAPER-MAYNARD line  
 from your Wholesale Distributor right  
 away.

*"The Lucky Dog Kind"*

**DRAPER-MAYNARD**



**SPORTS EQUIPMENT**

THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio

## HARDWARE DEALERS AND JOBBERS PREFER ONE SOURCE BUYING!

The S. G. Taylor Chain Company of Hammond, Indiana, manufacturers of a complete line of welded and weldless chain for every industrial, commercial and agricultural need. This means one source buying from your nearest hardware jobber. Taylor uses only the finest available materials . . . the most modern methods and machinery and the greatest force of skilled chain makers in the industry.

Selling the TM Line is profitable and easy, too, because of Taylor Chain's complete merchandising

plan. National advertising in The Saturday Evening Post, Collier's, and leading trade magazines paves the way—creates brand preference for TM Chain. A full range of literature, direct mail material and newspaper mats identifies the jobber or dealer as local headquarters for the famous TM Line. Unique packaging promotes sales—assures easy handling and storing of the various types of chain. See your jobber or write S.G. Taylor Chain Company, Hammond, Indiana, for full details.

### TM Chain—a Complete Line!



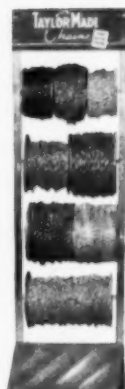
#### All types of WELDED AND WELDLESS CHAIN

Taylor manufactures everything from 1 3/4" Alloy Steel Chain down to No. 8 Sash Chain, plus a complete assortment of chain assemblies and attachments.



#### TM TAY-KEG PROVES FAST SELLER FOR BBB AND PROOF COIL CHAIN

Handy Tay-Keg Containers sell Proof Coil and BBB Chain. They're easy to handle and easy to store. Chain available in self-colored or hot galvanized finishes. Sizes 3/16", 1/4", 5/16" and 3/8".



#### PROFITABLE CHAIN SALES ROLL OFF THESE REELS

The Taylor Chain Display Stand puts chain out in front of your customers. Stimulates sales and profits. Holds eight reels. A weldless chain department on only two square feet of floor space.

See Your Jobber or Send Coupon Today for Details.

**S. G. TAYLOR CHAIN CO., HAMMOND, INDIANA**



S. G. Taylor Chain Co.  
Dept. 25 Hammond, Indiana  
Rush free catalog on TM Chain.

Name \_\_\_\_\_

Address \_\_\_\_\_

parity ratio dropped over the past year from 105 to 95.

The government agency stated that the over-all level of agricultural prices in the next few months is expected to be fairly stable and may increase slightly with consumer and foreign demand likely to strengthen.

### Employment Reaches New High Level . . .

NONAGRICULTURAL employment totaled 55.8 million in December, a slight increase above November and a new high level, according to a report from the Department of Commerce. The increase was about seasonal with the pick-up in holiday trade accounting for most of the change, according to the report. Agricultural employment declined and total employment at 61.5 million was down slightly from November. As a result of a drop in the civilian labor force, unemployment continued at the relatively low level of November. Only about 2.2 percent of all civilian workers were looking for jobs in December, compared with 2.7 percent a year earlier.

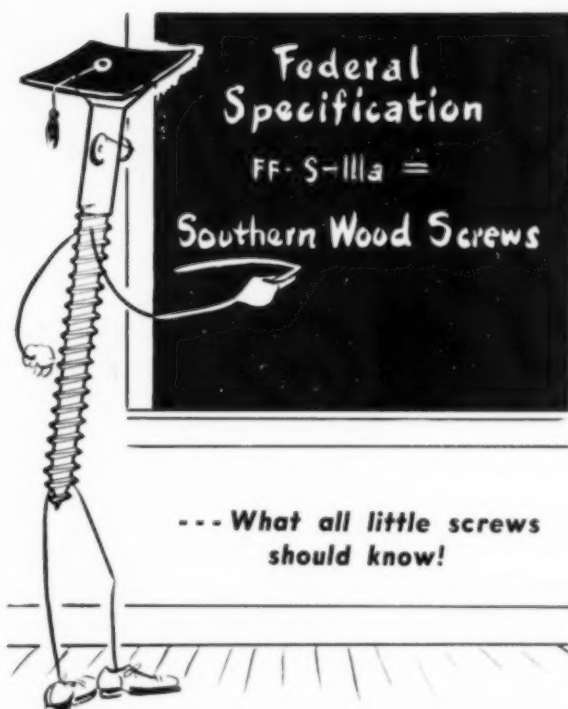
### Building Sales of Playground Equipment

DESPITE THE fact that department space is limited, traffic during the summer months is "slow" and other drawbacks present themselves, there are still many means by which the hardware dealer can substantially build up the sale of outdoor playground equipment.

Playground equipment, including outdoor gyms, teeter-totters, slides, merry-go-rounds, and similar permanent, educational items, represents many "big ticket" sales during the summer season, providing the hardware dealer goes about promotion in a practical manner. A recent survey of toy buyers in various types of retail stores throughout the country has brought to light many means by which such sales have been advanced each summer. Listed below are eight examples, which can easily be put into practice by any hardware dealer who has a toy department in his store:

(1) An Evansville, Indiana,





Federal  
Specification

FF-S-111a =

Southern Wood Screws

--- What all little screws  
should know!

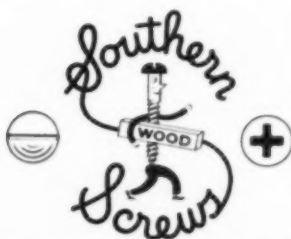
## SOUTHERN WOOD SCREWS

(Slotted or Phillips heads)

Whenever it is required that wood screws meet Federal Specification FF-S-111a, manufacturers have a habit of simply using Southern Wood Screws.

For Southern Wood Screws are designed especially to meet this exacting federal specification . . . and provide the most in holding power. Uniformly made of the highest quality materials in one of the most modern plants of its kind, Southern screws are of Government-approved single thread construction . . . accurately machined . . . with precision-milled slots, full size shanks and sharp gimlet points. You can depend on them for satisfied customers.

Wide range of sizes from 3/16" No. 0 to 6" No. 30—in steel and brass. Write today for interesting literature on types of wood screws—and for the Southern Wood Screw catalog.



**SOUTHERN SCREW COMPANY**  
110 Rickert Street, Statesville, North Carolina

### FACTORY WAREHOUSES

4100 Dell Avenue  
North Bergen, N. J.

641 Stewart Ave., S.W.  
Atlanta, Georgia

325 W. Ohio Street  
Chicago 10, Ill.

**OUTSTANDING**  
IN QUALITY, IN PROFITS  
... IN POPULARITY



### RU SPORT SPINNING REEL

Top quality for all inland and light salt water spinning; with more sales features than any other

**\$25.40**

### RU MER SPINNING REEL

Larger capacity and sturdier construction for salt water spinning; with all of the famous "Ru" features

**\$34.10**



### RU ATLANTIC SPINNING REEL

Extra-large capacity, with popular manual pick-up, for heavy salt water spinning and trolling

**\$35.40**



### TORTUE FRENCH MONOFILAMENT LINES

Ideally supple, with correct stretch and guaranteed strength. 16 sizes from 1.25 to 15.40 pounds test

**\$1.20 up**



#### 1. C. P. SWING

6 sizes, 3 finishes, 1.10 to 1/4 oz. .55 to .65 ea.

#### 2. ROCKLAND FLIRT

3 designs in 1.5 ounce weight, .65 ea.

#### 3. R. T. SWAY

New 1/4 oz. wobbler in brass and nickel, .60 ea.

#### 4. R. T. FLASH

New 1 1/4 oz. wobbler with 4 1/2" nickel blade; plain \$1.15 or dressed in red and white polar bear, \$1.45 ea.

#### 5. BULDO PLASTIC FLOATS

Extra-smooth, with attached cap. 2 sizes, .35 and .50 ea.

WRITE FOR PRICE LIST  
AND VALUABLE INFORMATION ON SPINNING

**ROCKLAND**  
"THE MAJOR QUALITY  
LINE IN SPINNING"

ROCKLAND TACKLE CO., INC. Suffern, New York

**HERE'S WHY TITAN**  
**PICNIC GRILLS**  
 with  
**DRAFT CHECK**  
 are your  
**PROFIT LEADERS**

- ★ **DRAFT CHECK** opens for fast fire starting — closes for even cooking **FLAMELESS** heat. Saves charcoal.
- ★ **LARGE 19"** firebed cooks for a couple or a crowd.
- ★ **CONVERTIBLE GRILL** becomes meat-turner in an instant.
- ★ **PORTABLE COMPACT.** Detachable legs and meat-turner grill fit neatly in handy carrying case.



★ Flameless grills are the newest big thing in outdoor cooking. Your customers will demand them because they provide tasty, mouthwatering meats every time. Ordinary vented grill burns too fast and too hot — burning the meat and losing the delicious juices. Titan **DRAFT CHECK** gives you even, controlled heat for wonderful **Flameless** cooking. Now is the time to get ready for those picnic profits. Send today for full information and **FREE** copy of "How to Become an Expert Chef First Time."

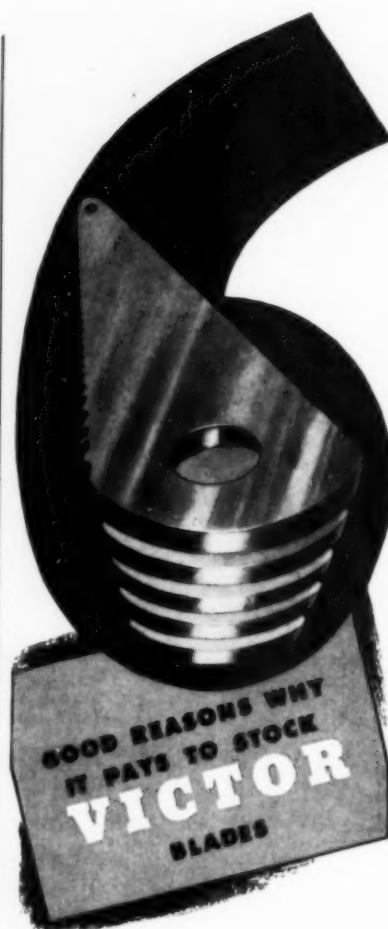


furniture store, which maintains a large toy department, took a simple route to increase sales by setting up a complete display of playground equipment on the parking lot adjoining the store, and posting signs, inviting youngsters to play. Since the store was located in a suburban area, with many families with children surrounding, the playground equipment was kept in constant use during all selling days, and attracted much attention from parents. This latter fact was well proven by the purchase of numerous pieces of playground equipment by families within two or three blocks of the store—due to the enthusiasm of youngsters, who begged to be allowed to play on the parking lot. The constant bustle of activity, naturally, attracted much attention.

(2) In St. Louis, Missouri, one of the city's largest department stores duplicates the above idea with a "shopping mother's playground" located on the 8th floor, in a comparatively out-of-the-way corner of the store. Here, with sandboxes, comfortable chairs, and a hardy group of outdoor equipment items set up, mothers may leave their children to play while mothers complete shopping. A watchful-eyed salesperson supervises the children at play, and likewise acts in the capacity of a playground equipment specialist. The evident enjoyment which the youngsters display while using the playground equipment has been responsible for a lot of "on the spot" additional sales.

#### Sidewalk Displays

(3) Even the sidewalk out in front of the store, providing local city regulations do not forbid it, helped a Kansas City dealer to triple his sales of playground equipment. One sample of every item was set up, and displayed along the front of the store, with signs suspended here and there in the form of disks, to give outstanding features. One disk sign, for example, pointed out "Light-weight, but strong". Another stated "Will last for years". A third was lettered "Easy to set up"—and a fourth "Fun for all the children you'll ever have." Many humorous notations included in the signs brought a friendly smile from passersby, and many parents, who intend to raise large families, were encouraged to buy playground equipment now to continue in service for additions to the family.



- 1 Because they're sold *only* through recognized Distributors.
- 2 Because they're consistently advertised, year after year.
- 3 Because for over half a century their quality has made them outstanding.
- 4 Because they're profitable.
- 5 Because they're easy to sell, easy to re-sell.
- 6 Because they cut right, cut fast, cut easily.

*Right down the line—with distributors, retailers and consumers, VICTOR Blades are the popular blades.*

1826



**Your BIG  
Opportunity in 1953**

**Duxbak**

## Hunting & Outdoor Clothes

- Leader in Sales
- Leader in Profit
- Leader in Quality
- Leader in Advertising

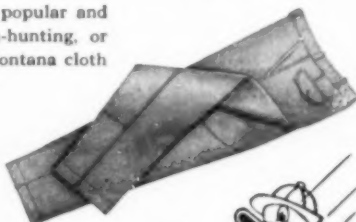
Get ready for another big hunting, fishing and outdoor year. Stock up right now with Duxbak . . . the clothing that active, outdoor men and women look for above all others.

The first price is higher. That's right. Yields the dealer more profit per sales check. No mistake about that. But it also sells faster in greater volume because almost a half-century of use has proved that Duxbak clothing wears longer, gives greater freedom, comfort and protection. In short, Duxbak clothing gives more for the money, costs less over the years. And Duxbak backs up its dealers with more advertising, telling more people the wisdom and economy of buying Duxbak.

**Style 04 Duxbak coat** . . . our most popular number, double-ply body and top-sleeve; bi-swing back, adjustable pivot sleeves; blood-proof Pakbak game pocket; hand-warmer pockets; shell pockets divided or with loops.

**Style 71 trousers** . . . for hunting, fishing or any outdoor activity; double seat and knees; zipper fly; over-size pockets. In Duxbak and lighter fabrics.

**Style F hat-cap** . . . popular and practical for brush-hunting, or fishing; Duxbak, Montana cloth or Mohawk Duck.



UTICA

**Duxbak**

CORP.

UTICA 4, NEW YORK

SHEDS  
WATER  
LIKE A  
DUCK'S  
BACK



## AROUND the FARM...



**BETTIS**  
*Everlite*

## Gray Plastic Pipe Answers Every Cold Water Need

Flexible Bettis Everlite is taking the lead in making the modern farm more efficient and productive. Made entirely of virgin polyethylene, it will last longer and withstand greater pressures than pipe of reprocessed material. Its long length and light weight make it easy for the farmer himself to install. Insist on EVERLITE!

### IDEAL FOR:

Jet Pumps  
Wells  
Irrigation  
Land Drainage  
Watering Livestock

Rot, Rust and Corrosion PROOF  
Lightweight - Durable

**BETTIS CORPORATION**

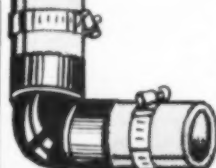
P. O. Drawer 9365

Houston 11, Texas

Telephone YUkon 5401

### Write for Literature Today

BETTIS CORPORATION, Dept. SM2  
P. O. Drawer 9365  
Houston 11, Texas  
Please send me free literature about Bettis Everlite.  
NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



# TRUMP

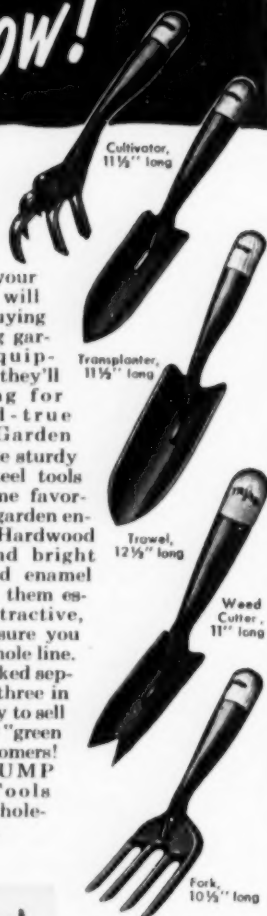
## GARDEN TOOLS

*will make your profits grow!*

Many of your customers will soon be buying their Spring gardening equipment. And they'll be looking for tried-and-true TRUMP Garden Tools. These sturdy 18-gauge steel tools are long-time favorites among garden enthusiasts. Hardwood handles and bright green baked enamel finish make them especially attractive, too. Make sure you carry the whole line. They're packed separately, or three in a box—ready to sell to all of your "green thumb" customers! Order TRUMP Garden Tools from your wholesaler today.



**ANIMAL TRAP COMPANY OF AMERICA**  
LITITZ, PA. • PASCAGOULA, MISS.



Get this eye-catching wheelbarrow counter display from your wholesaler. It's available, without tools, to all dealers ordering 4-dozen TRUMP Garden Tools.

(4) In Elyria, Ohio, an enterprising hardware dealer built up a clever direct-mail list, through parent-teachers associations, sending to each parent a snapshot of the playground equipment carried, with youngsters swarming over the bars, swinging and using a teeter-totter. The snapshots were made with his own equipment, with many of the youngsters in the picture those of the same people to whom the direct mail was sent. The snapshots were accompanied with literature, with the price of each piece of equipment, and an invitation was included to allow the store to send out a set. Response was excellent, particularly during the early months of the summer, when parents accustomed to children in school find themselves suddenly faced with the problem of having them under foot every day.

### Letter Contest

(5) In Birmingham, Alabama, a leading department store invited youngsters to write a 25-word letter, describing their favorite piece of playground equipment, and why it was enjoyed, offering as prizes, the various bits of equipment themselves. Well advertised over radio spot announcement, newspapers, etc., the contest brought in more than 650 entries, and got many parents started on thinking of playground equipment to be set up in backyards. Newspapers gave the event much publicity, and needless to say, the department store got the nod, whenever the subject of outdoor play equipment came up.

(6) Probably the most elaborate promotion of playground equipment was staged by a Denver retailer, who rented a vacant lot in the center of a residential section devoted to young ex-G.I.'s, and set up 9 pieces of playground equipment, with signs inviting "All are welcome to use this equipment" signed with the store name. The move proved a wise one, inasmuch as many as 150 youngsters per day swarmed the playground, with full approval of the parents concerned, the Police department, and nearby schools. Sales during the first month of the summer paid the cost of the lot, of erecting the equipment, and all of the pieces actually used were sold off at a discount, at the end of the season to make this a completely successful promotion.

(7) Outside selling has a defin-



### CLAD ALUMINUM

Keystone Aluminum Insect Wire Screening can be sold by you with confidence. Will not stain or discolor woodwork or masonry. Improves home appearance. Light, strong, durable and pleasing to the eye.

### GALVANIZED STEEL

Keystone Electro Galvanized Insect Wire Screening, made of specially selected copper bearing steel wire, gives strength and rust resistant qualities.

### QUALITY BRONZE

Keystone Bronze Insect Wire Screening, both Bright and Antique finish, woven from highest quality commercial bronze wire of 90-10 analysis (90% Copper, 10% Zinc Alloy) combines beauty, hardness, strength and resistance to atmospheric conditions.

It pays to sell KEYSTONE—top quality insect wire screening for every requirement!

*Write for FREE catalog today*

**KEYSTONE WIRE CLOTH CO.**

Hanover, Pa.

Fostoria, Ohio



ite place in the merchandising of playground equipment, a Cheyenne, Wyoming, retailer learned, when he decided to employ spare hours during the summer season, in following up women, who had shown interest in playground equipment shown in the store. A special effort was made to get the names and addresses of women who inquired as to the price of such equipment, or whose children displayed much enthusiasm. Usually, the shopping housewife, who brings her children in, will remark that she would like to own the slides, parallel bars, teeter-totters, etc., shown, but that "I don't believe my husband would be willing to go to the expense." Sending out a salesman to call upon the family the same evening, and broaching the idea of making the purchase on time-payments, layaway, etc., got surprisingly good results. Many fathers, concerned over the rising tide of traffic fatalities, and worried over the danger of children crossing crowded streets, welcome the idea of setting up an "outdoor gymnasium" in the backyard—and the relatively low expense of this equipment makes a "doorstep sale" much easier.

#### Lay-Away Promotion

(8) Lastly, a San Francisco department store began promoting layaway sales of playground equipment, immediately after Christmas, encouraging families to make regular weekly payments, on the first piece of playground equipment to be delivered when summer weather arrived, and to repeat the process year after year, until the complete outdoor gymnasium was set up. Repeated suggestive selling by salespeople, a year-round display of playground equipment, and signs which indicate that payments of as low as 50c per week would insure delivery in the early summer months, got a lot of results. Photographs of happy youngsters, enjoying themselves on playground equipment were scattered throughout the department with a strip sign lettered "Begin buying now on layaway" appended.

All of these methods are well within the reach of the average hardware dealer and in return for a little additional promotional effort, he may find that summer toy sales can amount to a much higher percentage of the yearly volume.

#### JOBBER TOLD US—

# "Don't change it!"

*You have the BEST and SAFEST catch on the Market!"*



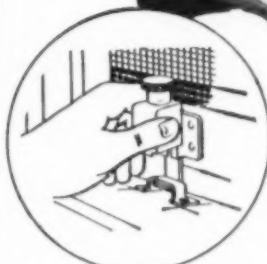
## Keystone

### ALUMINUM TENSION SCREENS

Growing demand for Keystone Aluminum Tension Screens has resulted in thousands of installations throughout the nation—and our jobbers tell us this means thousands of satisfied users!

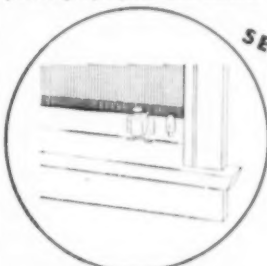
Recently—in trying to make our Tension Screens even better—we demonstrated some new experimental models to jobbers and their salesmen in a number of cities. These men who know what dealers want told us—"Don't change the design of Keystone Tension Screens! You are now using the best and safest catch on the market!"

Cash in now! Display and feature these popular screens—the smart, new way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Ideal for all double-hung windows. Easily installed—no heavy frames to cut or fit. No painting—no rust. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!



#### Patented tension catch

at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



#### Exclusive free floating sill bar

assures snug fit at bottom...adjusts screen to uneven or off-level sill.

#### SEND COUPON!

Keystone Wire Cloth Co.  
Dept. C12, Hanover, Pa.  
Without obligation, send me complete details, prices and discounts on profit-making Keystone Aluminum Tension Screens.

Firm.....  
Attn. of.....  
Street..... State.....  
City.....

# NEW

# PRODUCTS

## AND SALES PROMOTION MATERIAL

### Precision Saw Kit

The precision Saw Kit is offered at a special retail price of \$4.98 for Hardware Week. The three-in-one finishing kit consists of an 18-inch, 10-point hand saw for fine finish sawing on cabinets, moulding, furniture and trim, plus a 2-blade nest of saws with a 12-inch, 12-point compass blade and a 10-inch, 10-point



keyhole blade for smooth cuts on circular and tight corner sawing, plus fast cutting through bone, plastics, nails and soft metals.

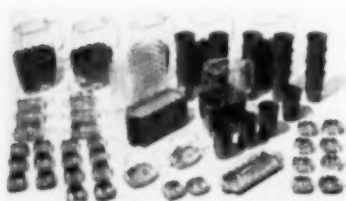
The kits are display packaged in red, yellow, green and black boxes for maximum sales impact and possible gift packages.

**Rockwell Tools, Inc.**  
1314 Kinnear Road  
Columbus 8, Ohio

### Matched-Design Plastics

Illustrated is the new custom-built packaged unit, offered as a Hardware Week Special and containing the following "Matched Design" plastics: six beverage servers; 12 butter dishes; 12 pairs of table salt and pepper shakers; four sets of sugar and creamer sets.

These items are styled with com-

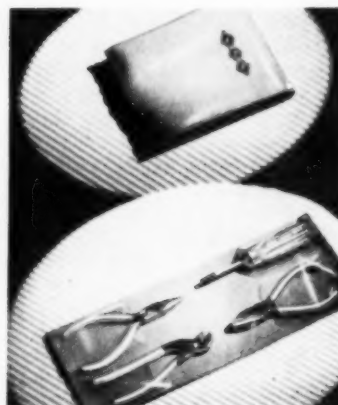


bination two-tone, crystal clear body and lid with the base in solid Styro-tone colors of coral, chartreuse, and gray. Included with the package are 24 tumblers, free to hardware retailers.

**Blisscraft of Hollywood**  
925 N. Orange Drive  
Hollywood 38, Cal.

### Chisel Set Special

The new Witherby Warranted No. 75 and No. 70 chisel sets in an attractive plastic top display box is offered as a Hardware Week Special. Chisels rest on gold background, which sets off the bright red Tenite II handles. Chisels are high quality,



plete kit, in the open position, is packaged in window box, so that tools and wallet are clearly visible.

The regular price of the complete kit will be \$6.70. However, up until April 1, 1953, it will be offered at a price of \$5.65 with customary discounts prevailing.

**Utica Drop Forge & Tool Corp.**  
Utica 4, N. Y.

### Lufkin Tape Specials

Two new steel tapes are announced as Hardware Week specials. The Royal Ni-Clad tapes, of 50-foot length, feature: dark green vinyl case with plated trim, flush operating



winding drum, folding flush handle opened by a push pin, hard nickel plated construction to resist rust and corrosion, welded metal case liner rust-resistant coated and covered with

trip-hammer forged, polished and hand honed. Sizes are 1/2, 3/4 and 1 inch.

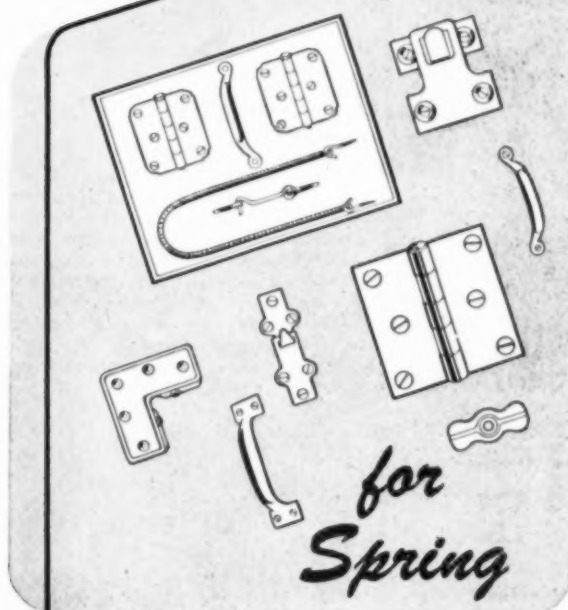
**Winsted Edge Tool Works**  
Winsted, Conn.

### Midget Tool Kits

The Utica Kit, specially-priced for Hardware Week and designated as the K-2, contains three small pliers and a Utica screwdriver. Pliers have special, red Plastisol dip handles and screwdriver has matching red handle of Tenite II. The four tools are contained in a grey Vinylite wallet with a pocket for each tool. Com-

# GRIFFIN

## Light BUILDERS HARDWARE



There's plenty of quick turnover and profit in the Griffin line of light builders hardware. Check over this Spring and Summer assortment and be sure you are well stocked with these fast-moving items by Griffin . . . manufacturer of quality products since 1899.

### REPRESENTATIVES

**GEORGE A. UREGG**  
17134 6 Wyoming Avenue  
Detroit 21, Michigan  
**AUSTIN & EDDY INC.**  
115 Broad Street  
Boston, Massachusetts

**WILBUR H. DAVIS**  
1639 W. Fargo Avenue  
Chicago 26, Illinois

**R. F. BEVERS**  
4524 East 60th Street  
Seattle, Washington

**WALTER S. JOHNSON & SONS**  
917 St. Charles Avenue  
Atlanta, Georgia

**E. H. FARRAR**  
6637 Golf Drive  
Dallas 5, Texas

**CHARLES L. LEWIS**  
1355 Market Street  
San Francisco 3, Calif

**W. C. MEIBAUM & CO.**  
6954 Gleatha Avenue  
St. Louis 9, Missouri

**THE B. S. ALDER COMPANY**  
45 Warren Street  
New York 7, N. Y.

**L. C. FULLER, JR.**  
644 Wellington Road  
Jackson 6, Mississippi

**HARVEY D. RUSH & SONS**  
4638 Nichols Parkway  
Kansas City, Missouri

**H. C. GLOVER**  
2611 Garrison Blvd.  
Baltimore 16, Maryland

**ROY L. ROGERS**  
1620 Garfield Street  
Denver 6, Colorado



Every DOOR NEEDS THREE

# GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA

SOUTHERN HARDWARE for MARCH, 1953

## Old Hi Says



## Tackle Sense

## means

## Tackle Dollars!



Your H-I man has the tackle sense that means extra profit for you. That's because his business is selling tackle—and nothing else. He's in a position to know what tackle will move for you . . . what items may not. He knows tackle merchandising and display . . . offers you valuable sales tools that are proven volume-builders. He is one great source for *all* your tackle needs—the H-I line (*thousands of numbers*) is complete, with tackle for every fisherman and every kind of fishing.

See your H-I man. Ask him about H-I's outstanding 1953 national advertising . . . let him show you how easily you can tie in for best results. Ask for his help, as a tackle specialist, in building your tackle business. He'll be glad to help—and you'll be glad he did!

If you don't know your H-I man, write us for his name.

DEPT. 6



# HORROCKS IBBOTSON

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

## In Hand Saws



## STEEL TELLS THE STORY!

Yes, it's steel . . . the finest SANDVIK Swedish Steel . . . that makes this tool the pride of the carpenter's tool chest. The very heart of all edged tools is the steel from which they are made, and with SANDVIK "Fish & Hook" Saws that important basic ingredient is the world's finest steel for edged tools . . . genuine Swedish charcoal steel. Keen edge? You can't top it! What's more, in a SANDVIK Saw the edge lasts and lasts because the steel is tough!

To match such performance by the steel the SANDVIK #280 Hand Saw

is balanced to meet exacting professional requirements, and finished to win the acclaim of men who earn their living with fine tools as the finest.

The SANDVIK trade mark . . . the famous "Fish & Hook" . . . on the blade of SANDVIK hand saws tells your customer this is the Swedish steel . . . and the saw . . . he wants to own.

### SANDVIK SAW & TOOL

DIVISION OF SANDVIK STEEL, INC.  
47 Warren Street New York 7, N. Y.

## Get EXTRA Sales MORE Profits!

with

### TANDROTINE

## the Popular PAINT THINNER!



IT'S PROVEN  
IT'S ECONOMICAL  
IT'S A Quality THINNER

TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

ORDER  
TANDROTINE Today!

Get ready for  
EXTRA Sales,  
MORE Profits.



durable vinyl, black graduations and figures that stand out clearly against the nickel-white background.

During Hardware Week, the two tapes, originally \$4.50 and \$4.60, will list for \$3.98 and \$4.10 respectively.

The Lufkin Rule Co.  
Saginaw, Michigan

## Sink Drainboard Tray

A new size drainboard tray, 18½ inches wide by 22 inches long, is designed to give edge-to-edge protection on sink counters and to fit the average kitchen counter. Raised sides prevent water from running onto the counter. A built-in slope and surface ribbing drain extra water down a tapered edge into the sink, saving the counter surface from the constant dampness that causes staining and rot.



Teamed with the new Rubbermaid dish drainer with glass holders, the tray is large enough to provide drying space for pots, pans and serving dishes around the outside of the drainer. It is made of a special color-fast compound that is resistant to cleansers, grease and the stains from food acids. It is available in red, blue, yellow, black, green and white. Approximate retail price will be \$3.98.

The Wooster Rubber Co.  
Wooster, Ohio

## Technical Screw Manual

A new technical information manual, giving all technical information of a general nature that may be helpful in the proper planning, use and ordering of wood screws, is available free of charge upon request.

The manual describes various types of wood screws, gives recommendations for boring pilot holes, and information on the holding power of wood screws in various woods. Other information includes approximate weight charts, detailed



## STRONG ON SALES LONG ON PROFIT



C-100  
\$100

FRABILL'S

**String'em**  
De Luxe  
**CHAIN STRINGER**

... full 60" ... welded link ... cad-  
mium plated ... fitted with needle, 8  
individual slide hooks ... additional  
slide hooks available.

**FRABILL MFG. CO.** 938 W. Walnut St.  
Milwaukee 5, Wis.

## MECHANICS' TOOLS and HARDWARE SPECIALTIES

*Stop! Look! Read!*

The Johnson New Low Cost

## POINTING TROWEL



No. 183

This Trowel is made from the finest bright polished spring tempered steel. The polished bronze shank is silver brazed securely to the blade. The trowel is dipped in a wax to prevent rusting. Also inserted into envelope to prevent scratching.

Furnished in Sizes 5", 5½", 6". Weight per Doz.  
3¼, 3¼, 3¾. Packed 1 Doz. in Box.

**Order Now! For Early Delivery**

GUARANTEED • SINCE 1830

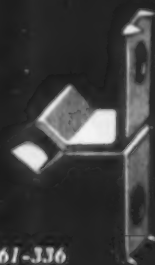
**WILLIAM JOHNSON INC.**

BRENNER AND KENT STREETS — NEWARK 3, N. J.

*feature for feature...*

## NATIONAL LOCK Rubber-Roller Catch

is the finest  
for you to sell



No. N61-336

*Quality-made  
through and through  
... and best of all  
... it's silent too*



Customers who settle for nothing less than the best, select this "deluxe" Rubber-Roller Catch by National Lock. Catch is designed primarily for use on wood and metal kitchen cabinets. Has elongated mounting holes ... Strike has marker prongs. Housing, Spring and Pawls are made of steel. Catch, Strike and Screws have durable rust resistant finish. Individually packaged. Priced right for profit! Order from your jobber NOW. Immediate delivery.

**ask your jobber about these...**

• No. 24 WOOD SCREW ASSORTMENT • 480 BRASS ASSORTMENT  
• NATIONAL LOCKS® • NATIONAL TUTCH-LATCH



*distinctive hardware  
all from 1 source*



**NATIONAL LOCK COMPANY**

Rockford, Illinois • Merchant Sales Division

## PEERLESS

"See-the-Action"  
Cut-away Can Cover



Turns Interested Customers  
Into Buyers

The PEERLESS cut-away can cover when substituted for regular cover permits the customer at a glance, and a turn of the crank to see the **TRIPLE-ACTION\*** mechanism insuring smooth delicious ice cream.

It is a tried and proven sales aid. Will help increase your sales and profits. Be sure to have one included with your freezer order.

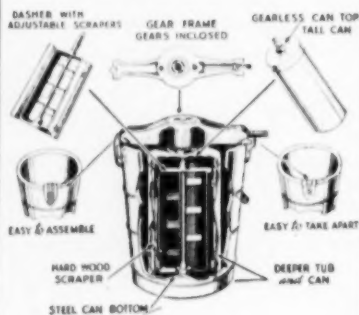
Available only for 3 qt. size freezer. Furnished free on request. Write today.

### PEERLESS FREEZERS

Household Sizes, 2, 3, 4, 6, 8 and 10 quart

Hotel Sizes, 12, 15 and 20 quart

Easy Selling  
PEERLESS FEATURES:



The PEERLESS FREEZER CO.  
WINCHENDON, MASS.

approximate weight charts, detailed drawings and complete specifications on slotted and Phillips head wood screws in flat, round and oval head styles, special head styles available, and a decimal equivalent chart.

Southern Screw Co.  
Box 68, Statesville, N. C.

### Pocket Knife Special

A "Bargain Basket" of Jack-Master pocket knives is being offered at a special price for Hardware Week. The knives consist of a balanced assortment of Imperial pocket knives, packed in a wood patterned pail for

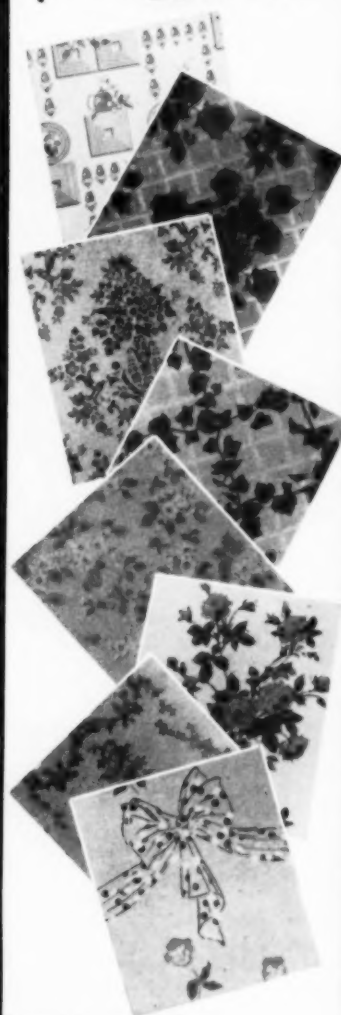


counter display. The "Bargain Bucket" is available in 50-piece and 100-piece knife assortments, and is equipped with a removable 3-color display sign designed to attract attention.

Imperial Knife Associated Companies, Inc.  
1776 Broadway  
New York 19, New York

### Sit-Down Ironing Table

The Rid-Jid Knee Room all-steel ironing table, introduced recently, is designed specifically for sit-down ironing. Containing features of the Rid-Jid adjustable all-steel table, plus knee room that permits sitting right up to the table for comfortable



MORE PROFITS . . .  
. . . MORE CUSTOMERS

Stock all these Wallrite designs.

Write for FREE  
Advertising Material

Wallrite

DECORATED  
BUILDING PAPER

FLEMING & SONS, Inc.  
DALLAS, TEXAS

**Just what's wanted  
in home incinerators!**

**IT'S CLOG-PROOF, RUST-PROOF  
AND WON'T BURN OUT.....**

*The* **COLE HOT BLAST  
HOME INCINERATOR**



meets homeowners' every demand for top value and performance. Here are just a few of the Cole features:

- Economical gas operation with exclusive, patented, air-jet combustion. Genuine refractory tile lining . . . rust-proof, clog-proof, permanent.
- Smokeless and odorless.
- Dependable disposal of every scrap of food, however wet.

Write today for complete specifications of both Deluxe and Standard Models.

**COLE HOT BLAST MFG. CO.**  
3817 S. RACINE AVE. CHICAGO 9, ILLINOIS

**SELL THE BOBBER  
THAT SELLS ITSELF!**

JUST PRESS 'N TURN



**FRABILL'S  
BOB'EM 2-WAY**

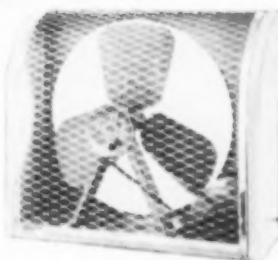
**FISH FLOAT FOR CASTING OR STILL FISHING**  
YOURS IN FIVE SIZES — From 20¢ to 40¢

Customers insist on BOB'EM 2-WAY fish floats . . .  
made right . . . designed right . . . they work right!

**FRABILL MFG. CO.** 938 W. Walnut St.  
Milwaukee 5, Wis.

**NEW Additions to the  
JACKSON Line!**

**22" and 24"  
JACKSON  
Window  
Fans**



New 1953 Jackson  
Window Fans move more air per dollar  
—more dollars to the dealer! Oilite  
type bearings; non-overload blades.

**WINNERS IN**  
✓ **QUALITY**  
✓ **PRICE**  
✓ **SIZE**

New  
Inexpensive  
Gasoline  
Mower  
Gives  
**DEPENDABLE**  
Performance!



Fully dependable—  
sensibly priced for the  
big-volume small-home market.  
One-piece tool steel blade is driven by  
1 h.p., 3600 rpm, 2-cycle Power Products Engine.

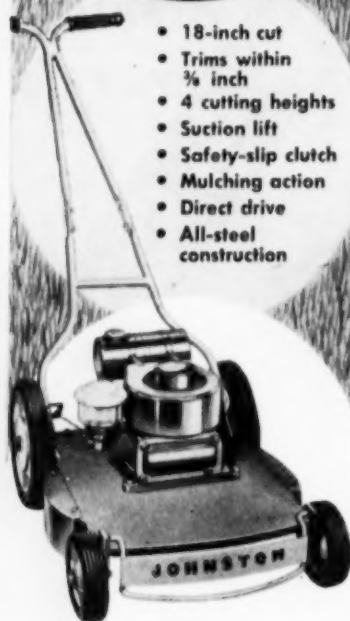
**Jackson Mfg. Co.** 2303 W. Fairview  
Montgomery, Ala. — Tel 3-7790  
Builders of RELIABLE EQUIPMENT for the Modern Home

**Jackson Manufacturing Co.**  
2303 W. Fairview Ave., Montgomery, Ala.  
Please send me literature and price list for  
Jackson Mowers ☐ Jackson Fans ☐

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

In the  
**SPOTLIGHT**  
for Spring  
**SALES**

the New  
Popular Priced  
**JOHNSTON**  
ROTARY  
POWER MOWER



- 18-inch cut
- Trims within 3/4 inch
- 4 cutting heights
- Suction lift
- Safety-slip clutch
- Mulching action
- Direct drive
- All-steel construction

Get ready for spring sales with a complete stock of popular-priced, profit-making Johnston reel and rotary mowers. Order from your wholesaler now.

**JOHNSTON**  
LAWN MOWER CORPORATION  
BROOKHAVEN, MISSISSIPPI

ironing, the unit offers any desired height, with 10 adjustments ranging from 24 to 36 inches, providing comfortable working height for both tall and short women.

Chrome legs and sunshine yellow baked enamel top with matching non-marring feet offers eye-appeal. Other features include automatic opening and closing, light weight, and when closed the pad never touches the floor.

J. R. Clark Co.  
Spring Park, Minn.

**Broom and Tool Rack**

A new broom and tool rack, designed to accommodate a large assortment of brooms, mops and garden tools, is offered as a Hardware Week Special. Easy to install, with all sliding hooks self-locking, the rack has a bright zinc coated finish. Sections can be added to accommodate more tools.



One complete set is packed in each two-color box, along with free screw eyes for hanging wood handle tools. The unit is available only through wholesalers.

Chas. O. Larson Co.  
Sterling, Illinois

**"How To" Booklets Free**

Free copies of a new 16-page pocket-size booklet entitled "How to Fix Broken Windows" for give-away distribution to customers are now available to dealers. The two-color booklet is written especially for the homeowner and explains step-by-step the procedures to follow in replacing broken window panes.



**Doo-Klip**

LAWN and GARDEN TOOLS



**Doo-Klip**

LAWN and GARDEN TOOLS



**Doo-Klip**

LAWN and GARDEN TOOLS





BY ALL STANDARDS

*The World's  
Finest  
Wick!*

**GLASWIK**

for OIL RANGES  
AND HEATERS

**DEALER REPORTS:**

"... customer will  
settle for nothing else  
but GLASWIK."

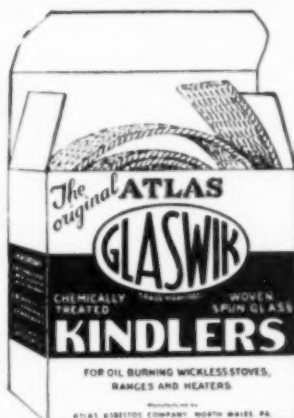
**STOVE REPAIR MAN**

WRITES: "I have used your  
GLASWIKS altogether  
for a few years—think  
they are really the  
best."

**HOUSEWIFE REPORTS:**

"I have enjoyed 3  
years perfect service  
out of my present  
GLASWIK Kindlers."

Write for Bulletin No. 90



Sold Exclusively Through Jobbers

**ATLAS ASBESTOS COMPANY**  
NORTH WALES, PA.  
MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES



**TROJAN SAW BLADES**

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

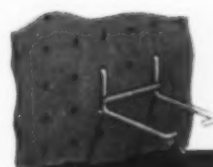
World-famous Trojan  
Saw Blades. Over 130  
different types for  
every hand and power  
sawing operation. Un-  
equalled in quality.  
Teeth are individually  
filed and precision set.  
Blades are hardened  
and oil tempered for  
a long, sharp life.

Manufacturers of World-  
Famous Parker Line Tools

**PARKER MFG. CO.**

Worcester, Mass.

Insist on  
TROJAN by name



OFFER YOUR  
TRADE THESE

**HANDY-HOOK**

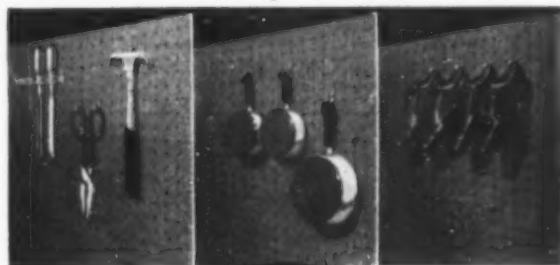
HANGING  
FIXTURES



OVER 200 PROVEN  
HOOK FIXTURES, FOR  
EVERY POSSIBLE NEED.

Here is about the hottest item of the year  
— 200 different Handy Hook fixtures for  
work shops, clothes closets, kitchens,  
garden tools, hat racks, shoe holders and  
many other uses.

Write for full information today  
... or ask your jobber.



**Modern Displays  
Inc.**

Phone  
Walnut 1-5381  
6825 Miller Ave.  
Detroit 11, Mich.

**ROYAL CHEF**

# Barbecue Grills



**RETAIL  
PROFITABLY  
from \$495  
to \$7995**

**RC-238  
KING  
ROYAL  
DELUXE**  
33" high-66" x 19"  
work surface.  
Has electric spit,  
twin adjustable  
fireboxes,  
upright firebox.

**RC-37  
ROYAL  
PATIO  
PRINCE**  
33" high.  
48" x 19" work  
surface.  
Exceptional  
styling and  
features with  
right price  
for volume  
selling.



**RC-22  
PICNIC  
PRINCESS**  
30" high.  
16" x 30" top.  
Collapsible  
tubular legs.

**WRITE FOR FOLDER.** Complete line . . . superior features, and priced (with full profit to you) for real **VOLUME SALES!**

On display at **SPACE 1119A,**  
Merchandise Mart, Chicago, Illinois

**CHATTANOOGA IMPLEMENT &  
MANUFACTURING COMPANY**  
CHATTANOOGA 6, TENNESSEE

MANUFACTURERS OF GAS HEATING APPLIANCES,  
FIREPLACE FURNISHINGS, BARBECUE GRILLS

Photographically illustrated, the booklet tells how to remove broken pane, clean sash, measure and cut the new pane, install the pane and drive glaziers' points. A section on tools includes data on equipment used for home maintenance.

Free copies of the booklet are available from the manufacturer.

**Red Devil Tools**  
Irvington, N. J.

## Rotacut Electric Mower

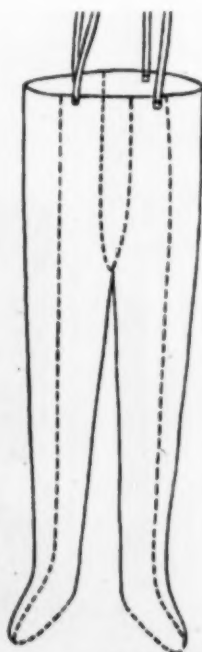
A new Model ES Rotacut electric mower has been introduced to the trade. Featuring a full 18-inch cut with 1/2 h.p., 3300 rpm motor that is shock-proof, the new unit is said to be the most powerful electric mower on the market.

**Farm Products Co.**  
Excelsior Springs, Mo.

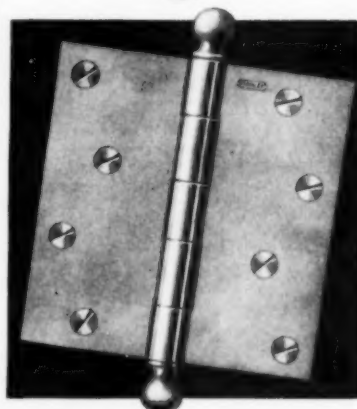
## Improved Plastic Waders

Seal-Dri, originators of plastic waders, announce that through improved design and installation of new, heavy equipment, strength and wearability of its waders has been increased. In the new waders, only continuous seals are used, with no overlapping, cross seams, or weak spots where leaks may develop. All but three seals have been eliminated, and these are made in one continuous bond to avoid need of joining or possible leakage at laps or seals.

**Seal-Dri Sportswear Co.**  
Rockford, Illinois



# Standardize on Stanley Hinges



The Stanley "241" Butt Hinge is the standard of the world. More doors swing on Stanley Hinges than on any other kind. Check these quality features.

- Non-Rising Pin Self-seating, no twisting, no turning
- Clean, accurate countersinking
- Smooth, square corners
- Superior finish
- Correct number and size of screws
- Streamline swaging — no tool marks
- Smooth joints — no burrs
- Distinctive packaging
- Specified by most builders
- Hinge leaves interchangeable

*It's easier to sell Stanley Hardware.*

The Stanley Works, New Britain, Conn.

**STANLEY**

Reg. U.S. Pat. Off.

**HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL**

# Buckeye

## LAWN MOWERS

POWER MODELS • HAND MODELS

### reliable merchandise

Designed and built by experienced specialists, BUCKEYE Lawn Mowers provide all modern features combined with practical construction. That's why dealers find the BUCKEYE line to be consistently profitable year after year. Always reliable and efficient — always an excellent value that you can offer with confidence.

#### HAND LAWN MOWERS



Fine performance; modern materials.

You can't offer your customers better values. Five models, each with many features, to fit every type of lawn care. Be sure to ask for particulars on the BUCKEYE Hand Mowers.

#### Buckeye Power King

Modern materials, tested design, attractive appearance. Every feature, from the trouble-free positive clutch to the tread on the rugged tires, will be found sturdy, smooth working and dependable. Ask for details on this MODEL 100. You'll find it a real king in its class, with everything a 20" power mower should have.

Information on request



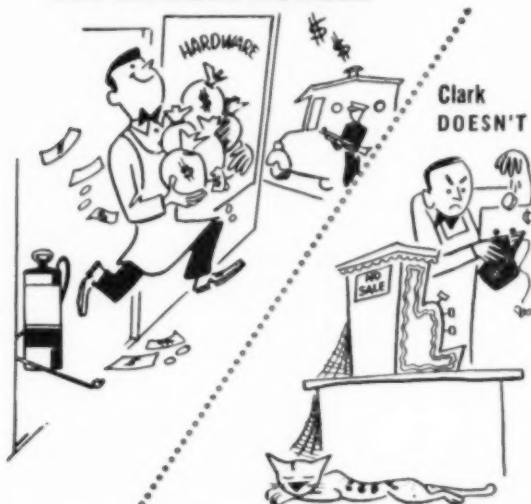
LAWN MOWERS  
SINCE 1880

PLEASE ADDRESS  
Dept. LM55

## MAST-FOOS

MANUFACTURING COMPANY  
SPRINGFIELD, OHIO  
POWER & HAND LAWN MOWERS

#### Mark Sells ROOT-LOWELL



For cold cash today's hottest line is Root-Lowell—Lowell sprayers and Root dusters for any need—farm, home, garden, field, orchard, livestock, poultry. See your jobber now.



ROOT-LOWELL CORPORATION • 445 N. Lake Shore Drive, Chicago, Illinois

SOUTHERN HARDWARE for MARCH, 1953

## The UNIFLOW "DIVER"

UNDERWATER  
DEEP WELL  
PUMP ...



Constructed on a basic principle—it is easier to push water than to pull it.

Ideal for deep well applications —produces larger capacities from greater depths and against higher pressures.

ONE ALL-BRONZE ASSEMBLY, EASY AND ECONOMICAL TO INSTALL.

Requires no priming. Noiseless in operation.

Unconditional Guarantee

Write for Bulletin "DV-1"

Other Uniflow pumps—Recuperating and Jet for shallow well and deep well, collar dusters.

UNIFLOW MANUFACTURING CO.  
ERIE, PENNSYLVANIA

# "YANKEE" TOOL SPECIAL for IRHA HARDWARE WEEK April 17-25



**The NEW**

**YANKEE HANDYMAN**  
Push Drill No. 46

**Special Hardware Week Price**  
**\$2.98 each**  
Regularly \$3.25

Introducing a quality tool at the right price at just the right time—the new, popular-priced No. 46 "Yankee-Handyman" Push Drill! Ideal for home owners, handymen and hobbyists, this newest "Yankee" Tool makes quick work of boring small holes in wood or plastics . . . features a tough plastic magazine handle containing four drill points in sizes ranging from  $\frac{3}{16}$ " to  $\frac{1}{4}$ ". Get set for IRHA Hardware Week now.

**ORDER**  
"YANKEE-HANDYMAN"  
MERCHANDISER NO. 46M

**NORTH BROS. MFG. CO.**  
215 W. Lehigh Ave.  
Philadelphia 33,  
Pennsylvania  
Division of  
Stanley Tools



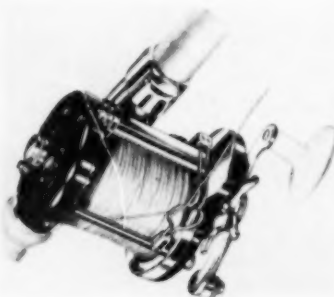
**STANLEY**

Reg. U.S. Pat. Off.

## Level Wind Surf Reel

The new Ocean City No. 255 Inductor Reel, said to be the first level-wind surf reel ever produced, has been placed on the market for the spring trade. It combines all the features of Ocean City's Inductor reels, with a newly-designed level wind which permits the line to run through the guide without resistance during the cast.

This factor, together with its uniform retrieving action, actually aids in increasing the casting distance and assures smooth performance. The line guide remains stationary during casting, but traverses during the winding process. Because of the large loop design at the top of the guide, the level wind can be inactivated in any position, making prepositioning of the line guide unnecessary for casting.



On the retrieve, the level wind is automatically re-engaged when the free spool lever is thrown forward for winding. The line is retrieved smoothly through the hairpin slot of the line guide, guaranteeing trouble-free operation of the next cast.

The No. 255 is the newest addition to the Ocean City line of Inductor reels. It has a 200-yard, nine-thread line capacity.

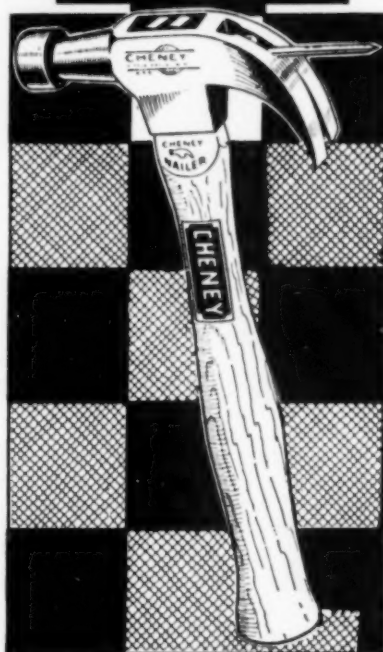
Ocean City Manufacturing Co.  
Philadelphia, Penn.

## Carlton Pipe Leaflets

Two new illustrated leaflets entitled "Here are the Answers on Flexible Carlton Plastic Pipe," and "Here are the Answers on Rigid Carlton Pipe," presenting factual, informative answers to the 22 most frequently asked questions about Carlton flexible and rigid pipe, are now available without charge.

The leaflets tell what Carlton is, how it is installed, how the price compares with that of metallic pipe, the applications for which it is recommended, etc. They also cover installation precautions, use of Carlton as a temporary line, effects of freezing, manufacturer's guarantee and

## CHENEY nail holding hammers



Sell the hammers millwrights and carpenters ask for. Only hammers with the exclusive nail holding device that saves time and labor. Cheney Hammers have been known and used all over the world since 1836.

Order some Cheney Nail Holding Hammers from your hardware jobber today and watch your hammer sales increase.

*Pride of the Tool Chest*

Sales Representatives:  
JOHN H. GRAHAM & CO., INC.  
New York, N. Y.  
SANFORD BROTHERS  
Chattanooga, Tenn.

HENRY CHENEY HAMMER  
CORPORATION  
LITTLE FALLS, N. Y.



flexible  
metal poppet



order from  
your jobber

**Strataflo**

# Check Valves

## ALL POSITION

Patented, Flexible Monel Metal Poppet cannot leak. Quiet and very sensitive in operation. For cold or hot water or steam. 200 pounds pressure. One-piece brass shell. Made in seven sizes. Ask for Bulletin 204.

**STRATAFLO  
PRODUCTS, INC.**  
FORT WAYNE, INDIANA

## A Complete New Line of LIDO POOLS by MUSKIN

**5 SIZES  
AVAILABLE**



Heavy stamped steel legs with bottom support... Metal seats — no sharp edges... Baked enamel finish... Heavy tubular frame. Plastic or rubberized tanks... Waterproof and mildew proof.

CONTACT YOUR WHOLESALER  
OR WRITE TO DEPT. 5

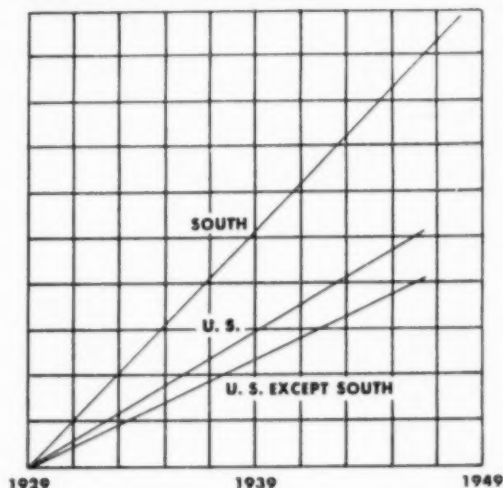
**Max E.  
BRAFFMAN  
Company**

SOLE SALES AGENT

200 FIFTH AVE.  
NEW YORK 10

**ORDER NOW...  
FOR SPRING DELIVERY**

## THE FASTEST GROWING MARKET



Increase in "Hardware Store" Sales—1929 to 1948:

Total U. S. sales (except South) for 1929 \$ 594,454,000  
Total U. S. sales (except South) for 1948 \$1,042,226,000 Increase 209%  
Total U. S. sales (all states) for 1929 \$ 706,043,000  
Total U. S. sales (all states) for 1948 \$2,493,669,000 Increase 253%  
Sales for 16 Southern states for 1929 \$ 111,589,000  
Sales for 16 Southern states for 1948 \$ 651,443,000 Increase 483%

(Note that these figures are for sales of "hardware stores" only. They do not include hardware sales of such important trade outlets in the South as general stores, farm equipment stores, etc.)

**WRIGHT**



**GALVANIZED WIRE STRAND**... Guy wire for television antennae, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

**G.F. WRIGHT STEEL &  
WIRE CO.**  
WORCESTER • MASS.

Southern Representatives:

D. C. HORNIBROOK  
E. L. HORNIBROOK  
Box 176, Avondale Estates, Ga.

LAWRENCE J. BALDWIN & SON  
304 Carondelet Bldg.  
New Orleans 12, La.

other subjects of interest to the user. Diameters and weights are listed for rigid "L" pipe in sizes from 1/2 to 2 inches; and diameters, calculated burst pressures, weights and shipping lengths are tabulated for flexible pipe in sizes from 1/2 to 6 inches.

The answer sheets will be sent upon receipt of letterhead request.

**Carlson Products Corp.**  
10225 Meech Avenue  
Cleveland 5, Ohio.

## Baker Brush Displays

New Baker brush displays, suitable for counter and window use, are now available at no extra cost with initial purchases of specific wall and varnish brush assortments. The various assortments include brushes made of 100 percent pure bristle and others of 100 percent pure nylon.

Compact, sturdy and requiring lit-



tle space, each display rack measures 13 x 13 x 7 inches. Included with each display rack is a full-color display card. The new display racks feature fast-selling brush items wearing the new envelope-type wrappers be-

ing used for the first time.

**Baker Brush Co., Inc.**  
83 Grand St., New York 13, N. Y.

## Channellock Plier Display

The new style No. 420 Channellock plier now can be displayed in this attractive 3-color counter merchandiser. The "Counter Promotion Kit" consists of 12 No. 420 Channellock pliers, a sturdy, 3-color display card with easel, and a 3-color "Day-Glo" window streamer. This package is part of the Channellock National Hardware Week promotion.

**Champion DeArment Tool Co.**  
Meadville, Penn.



## Pistol-Grip Pump Oiler

The new No. 33 Eagle all-purpose, precision pistol-grip pump oiler features a broadened base to prevent





**Ask For Them By Name**

Bolts . . . Nuts . . . Rivets  
. . . Screws—have provided  
their users with the same  
dependable uniform quality  
and accuracy of finish for almost  
a Century.

For Greater Security . . .  
Fasten Fast with Clark Fasteners

**CLARK BROS BOLT CO.**  
MILDALE, CONN.

**BOLTS • NUTS  
RIVETS • SCREWS**  
Get Them From Your Local  
Jobber or Distributor  
6-M-1d





# MARSHALLTOWN TROWELS

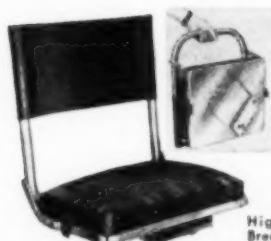


**MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA**

"Look what you've  
been missing, mates!"

**Delighter**

**Aluminum  
Swivel & Sport Seats**



**63 SWIVEL SEAT**

A "must" for buy-on-sight sales. Full 360-degree swivel action. Soft, cozy, Kapok snap-on seat floats. Water-repellant No. 12 duck, in red, green or blue. Weighs only 3 1/2 lbs. Coast Guard approved cushion, 63C, also available, green only, at slight extra cost.

**34 SPORT SEAT**

Highly popular. Breaking sales records year after year. Fine for boating, fishing, and stadium-spectator sports. 3 hook-on styles for boat and stadium use. 1" aluminum frame, sturdy, with spacious Kapok filled seat. Fabric is water-repellant No. 12 duck in red, green or blue.



Get aboard  
for **BIG** sales!

Write  
for complete  
catalog sheets

Universal Converting Corp., 413 Sawyer St., New Bedford, Mass.

**ALUMINUM Folding Chairs, Swivel & Sport Seats, Specialties**

**Sheps**  
Belt Dressing

Contains Mutton Tallow  
Stop V-Belt Squeaking, Slipping

**Sheps**  
PURE  
NEATSFoot OIL

Sortens and preserves leather, boots, shoes, saddles, luggage.

**Sheps**  
Liquid Saddle Soap

Animal Shampoo  
Animal Hair-dressing

Neatslene Harness Oil  
Mfgd. by NEATSLINE CO.  
Omaha 8, Nebr., Roy W. "Shep" Shepard

CONTAINS LATEX

**Sheps**  
LIQUID BELT DRESSING

**Sheps**  
Cutting Oil

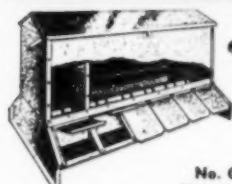
Sulphurized and Prime Lard Homogenized

**Sheps**  
Canva-Lastic

Waterproofing for canvas awnings, tents, tarps, brick, cement, stone, wood.

Made by white, brown, mill supply, drug and saddlery houses.

**OAKES HOG FEEDERS AND FOUNTS**



No. 431 Jumbo  
Feeder—4 sizes:  
10-20-30-45 bu.  
capacity.

No. C-95  
Hog Fountain—100  
gal. cap.



No. 6171



Pig Pan

Oakes Hog Feeders and Founts have been popular with raisers for years. Proven sales and profit items for dealers. See your Oakes jobber or write direct.

**THE OAKES MFG. CO. • BOX 124 • TIPTON, INDIANA**  
SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

**A STRONGER GLUE . . . AT  
A PRICE THAT STICKS**

**TO GUARANTEE YOUR PROFITS.**

We sell Rogers Gorilla Grip Glue only through local hardware stores like your own. To insure you against price cutting we do not sell group buyers, chain stores or mail order houses. Make your full profit . . . sell famous Rogers Glue.

Increase your glue sales with Rogers. We back you up with continuous national advertising in such leading publications as Popular Science, Popular Mechanics, Popular Homecraft, Science and Mechanics, Science Illustrated and Home Craftsman. Sell popular Rogers Glue.

Cash in on this fast-moving item. Rogers users are satisfied customers that keep coming back for more. Rogers Glue easier to work . . . makes a stronger, more solid joint or mend. Order today through your jobber or write direct to:

**ROGERS**  
ISINGLASS & GLUE CO.  
GLOUCESTER, MASS.



3,885 lbs. Shearing  
Strength per Square Inch

**You'll do better  
with WOODRUFF  
lawn seed**

This year Woodruff lawn seed is treated with Du Pont Arasan for protection against soil-borne diseases. This treatment insures fullest germination.

Your customers will be happier with Woodruff Arasan-treated Lawn Seed.



**F. H. WOODRUFF & SONS**  
ATLANTA, GEORGIA • DALLAS 2, TEXAS

8H33

**DAZEY ADVERTISING** consistently appears in the following magazines—American Home, Cosmopolitan, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Eve. Post, Sunset, Family Circle, Today's Woman, Woman's Home Comp., Better Living, Woman's Day, Better Homes & Gardens, Capper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

### Beats. Blends. Mixes Whips... Perfectly!



Adjustable handle for right or left hand use... stainless steel blades... mixes anything mixable. At hardware, home furnishings, and department stores

If your dealer can't supply you—write us for literature and price list.

**DAZEY**

The Better EGGBEATER  
"BLEND-R-MIX"

Be  
SURE

it's a



**DAZEY**

ST. LOUIS 7, MO.

**\$5.95**

## ALUMINUM or BRASS THRESHOLD ALL POPULAR STYLES



**SADDLE  
AND  
INTERLOCKING  
TYPES IN STOCK  
SIZES AND SPECIAL  
CUT LENGTHS  
PACKAGED  
and POLISHED**

**DECORITE**

Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.  
2915 San Jacinto St., Dallas, Texas.

## CLASSIFIED

Experienced hardware salesmen calling on lumber yards and large hardware dealers wanted by a reputable manufacturer for a line of builders hardware. Also for a line of directly imported door butts, shelf brackets, wood screws, tee and strap hinges, stove bolts, etc., very competitively priced, generous commission, state territory now covering and lines handling in first letter. Box 666, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Ga.



LET  
THE

*Dixie Maid*  
ELECTRIC CHURN

help you earn  
**MORE PROFITS**

Order thru your nearby jobber or write to:  
SOUTHERN ELECTRIC PRODUCTS, Box 406, ANDERSON, S. C.

## ACCOUNTS WANTED

Manufacturers' Representative wants additional lines. Travels 3 men covering 15 states central, south and southeast. Write Hardware Items Inc., 6609 Olive St. Rd., St. Louis 5, Mo.

## MANUFACTURER'S AGENT

Calling on Hardware Jobbers

Leading appliance manufacturer wants representation on complete line of kerosene stoves and heaters, small gas room heaters (vented and unvented), and flexible connectors for gas appliances in South Central states. Liberal commission. Write Box 668, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Ga.

CUTLERY manufacturer has opening for qualified salesman to contact dealers direct in Louisiana and Arkansas with complete line of Nationally advertised cutlery. Only a qualified salesman now contacting hardware stores, department stores, etc., will be considered. Drawing account. Write full details in first letter. Sales Manager, Robeson Cutlery Company, Inc., Perry, New York

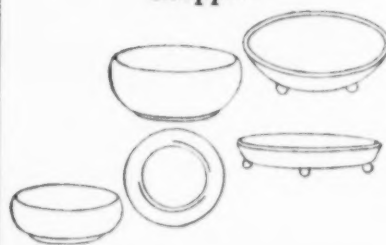
tilting and positive-acting hydraulic pump mechanism. No pump leathers or soldered connections are used in the pump mechanism, and all pump parts are renewable. A modern-styled precision oiler, it will meet the needs of home, farm, work shop and garage. The units are packed six to an attractive counter display carton.

**Eagle Manufacturing Co.**  
Wellsburg, West Va.

## Correction

The advertisement of the Lubriplate Division of Fiske Brothers Refining Co. which appeared on page 87 of the January issue of SOUTHERN HARDWARE erroneously listed two manufacturers' representatives as warehouse distributors. Lubriplate in tubes, as sold by these representatives, will be shipped as usual from Fiske Brothers' plants in Toledo, Ohio and Newark, N. J.

## SALES LEADERS that attract Shoppers



Make your store "local headquarters for gift buying"! Every woman in your locality is constantly on the prowl for practical gifts for birthdays, showers, anniversaries, weddings, holidays, club favors. Could you imagine any gifts more ideal than beautiful Parrish bowls, wood novelties, etc.? Send for the new Parrish Catalog today and select sales leaders for display.

**J. SHEPHERD PARRISH CO.**  
205 W. Wacker Drive, Chicago 6, Ill.

## Consumers

Products of Merit



**CONSUMERS  
WATERPROOF  
TILE BOARD  
CEMENT**

- The quick, clean easy way to put up tile board, any thickness—permanently!
- Never sets brittle... won't dry out and pull away.
- Waterproof. Contains special rubber base.
- Economical. Covers 150 sq. ft. per gallon.
- Available in quarts, gallons, 5 gallons.

ORDER FROM YOUR WHOLESALER—  
OR DIRECT FROM US

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 6, MO.



# *Southern* FARM EQUIPMENT

MARCH, 1953

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.  
Atlanta 5, Ga.

LOOK FOR THE NAME

# "EMPIRE"

STAMPED ON EVERY PIECE

HEAT TREATED  
FOR TOUGHNESS —  
TEMPERED  
FOR PERFORMANCE



Special analysis "hot top" steel makes "EMPIRE" tillage tools split-proof and curl-proof. "EMPIRE" built products are scientifically heat treated by our exclusive Isothermal process for extra springiness, clean scouring, keen cutting and longer life. There are none better.

"It pays to sell the line with ready trade acceptance."

1840

## THE EMPIRE PLOW COMPANY

*"In Our Second Century Of Progress"*

CLEVELAND 27, OHIO

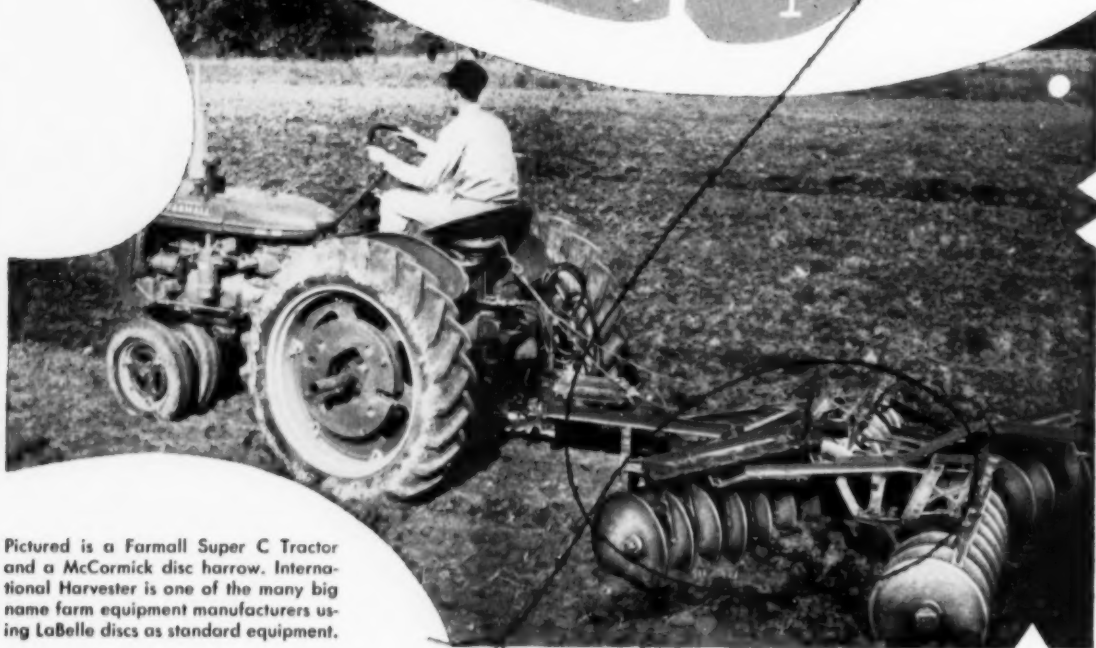
1953

QUALITY FARM EQUIPMENT USING LaBelle DISCS

MARK OF TOP QUALITY DISCS

INTERNATIONAL  
HARVESTER

LaBelle



Pictured is a Farmall Super C Tractor and a McCormick disc harrow. International Harvester is one of the many big name farm equipment manufacturers using LaBelle discs as standard equipment.


## sell 'em the disc that's "tailor-made"

LaBelle discs are "tailor made" because they are specifically designed to meet every discing need that your customers will encounter. By "tailor-made" we mean that regardless of the condition of the land, whether it is loamy, sandy, rocky or covered with trash, we manufacture a disc which is guaranteed to give top performance.

Since 1880 we have been working closely with harrow and plow makers, dealers and farmers. This 73 years of disc making experience enables you to

sell LaBelle as:

1. A quality disc as good as fine steel, careful workmanship and continuing research can make.
2. A disc designed to fit your customer's implement and his kind of farming.

LaBelle solid or cutout discs are available for your line of disc harrows or plows. Look for the triangular trade mark  of LaBelle.

**CRUCIBLE**

53 years of *Fine* steelmaking

first name in special purpose steels

**AGRICULTURAL STEELS**

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.  
RESISTAL STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MACHINERY • SPECIAL PURPOSE STEELS

**Here's a blueprint for profitable**

## **Field Demonstrations**

**By Theron Garvin**

**O**N - THE - FARM demonstrations can be the most effective means of advertising farm equipment. But demonstrations should be staged only after careful, detailed planning, according to Baker Brothers, farm equipment dealers in Roanoke, Virginia. These dealers emphasize that demonstrations should be planned with the idea of showing and operating equipment which is of the widest interest to the largest number of farmers.

By following this rule of thumb the firm has been consistently successful with this form of sales promotion.

Under the direction of the five Baker brothers, R. R., Jack, Ira, I. H., and Ivan Baker, the company covers 120 miles of the Shenandoah Valley from its three stores in Roanoke, Lexington and Staunton. So successful have been the company's demonstrations that almost every farm in this large area has at least one piece of equipment of the company's line.

"Many hours of planning are

required for a well-organized and really effective on-the-farm demonstration," R. R. Baker said. "Every extra hour that goes into planning will give the demonstra-

R. R. Baker, above, gives final instructions to the three drivers at one of the company's demonstrations. Each tractor has different implement attached. Left: Refreshment comes at noon during a company demonstration. Barbecue with all the trimmings captures the fancy of youngsters who were invited to inspect machinery along with their fathers



tion just that much more sales punch. Here's the system we follow.

"First, we locate the best prospect in a community and investigate thoroughly to assure that he is well respected by other farmers in that area. Often a farmer will have high respect for another's judgment and will be influenced by the latter's choice of machinery.

"Our next move is to determine the various implements that can be demonstrated effectively on that farm. If we plan to demon-



At this demonstration, a complete hay baling operation is shown farmers. When the company cannot sell one farmer all the needed equipment, an effort is made to persuade a neighbor to purchase part of the equipment which can then be exchanged as the need arises

strate plows, for example, we try to arrange to use several different models in an effort to appeal to most of the farmers attending the demonstration.

"If an implement cannot be used, but may sell without a demonstration, we carry it along and display it where farmers may look it over at their leisure. If the demonstration is taking place in the Fall, we usually take along a full set of implements for each tractor.

"Choosing the right time for the demonstration is equally important. We have found Saturday to be the best day. A majority of farmers work only half a day on Saturday and are more inclined to attend when they will lose no more than half a day's work. Saturdays have another advantage. Farmers can bring their sons along since there is no school. The importance of this should not be overlooked, for the average farmer can be strongly influenced by his son's reaction to the performance of equipment.

"Assembling a sufficient number of good prospects is our next consideration. We go through our files and choose about 250 or 300 prospects and send them a personal invitation. We supplement these with telephone calls, or contact these prospects in person to remind them to attend. To further publicize the event, we advertise the demonstration in all the county newspapers.

"As an added inducement,"

Baker continued, "we try to provide something extra to assure a good turn-out. Usually this takes the form of a good meal. We arrange a barbecue, complete with all the trimmings, for 500 or 600 people. And to provide entertainment, arrangements are made with a local string band, to play during the noon hour."

On the day of the demonstration virtually everyone that can be spared from the company's three stores attends the demonstration. Mechanics are used to demonstrate machinery and equipment and to explain the operation.

"Our first move is to break the crowd up into small groups and assign an employee to place these groups at different locations on the field where the demonstration is taking place," Baker said. "We find that when the group is large there always seem to be discussions going on among several farmers concerning the relative merits of the different models. These discussions tend to distract the attention of others who often miss much of what we want them to see and hear. But when they are divided into small groups we can control the conversation better and get our sales message across with minimum interference.

"Since all three stores participate in the demonstrations they become contests between store personnel to see which group can do the best selling job. Our employees like this, and they really try to have the best results for the day. When sales are made, equipment is delivered and the account is handled from the nearest store."

While most of the equipment is demonstrated by mechanics, these dealers try to get as many farmers as possible to take the wheel and try out the tractor or implement. A mechanic rides along with the farmer to instruct in the proper operation of the equipment and to explain the capabilities of the machine while in motion.

At these demonstrations salesmen and mechanics contact each farmer with the purpose of adding new names to the prospect list. The

(Continued on page 156)

One of the company's trucks is loaded with a plow which is to be taken to a demonstration. Often extra equipment is taken along and sometimes is sold without being unloaded





A report to you about men and machines that help maintain International Harvester leadership



MON	Demonstrate Super C to Harry L. and Son—Call Bill re. Red Cross.
TUE	Deliver Super M to Wilson Bros. Schedule Dick's combine for service.
WED	Call John about Cub for Boy Scouts. Mention Peter's prize bull in column.
THU	Call Virgil on plow and baler—good chance to demonstrate Super C. See Jim about used H.
FRI	Meeting Mayor's office—Chamber of Commerce luncheon Service school 20 C.
SAT	Deliver Super M and C for S.C.S. demonstration—take prospect pad.

Community leadership plus sound business is "on the calendar" every day

## at Quinn Bros.

Whether it's a friendly cup of coffee with employees and customers, a Super C tractor demonstration, a Chamber of Commerce meeting, or a boost for the high school basketball team in their newspaper column, there's community leadership and sound business practices intermixed every day at Quinn Bros., IH dealership at Benson, Minn.

This spirit of community and business leadership begins with top management and is carried out by the 21 employees in their day-to-day contacts with friends, neighbors, customers.

S. E. (Tubby) Quinn is mayor of Benson. His partner-brother, A. L. Quinn, is on the municipal water and light board, the Community Chest board, and is a former chairman of the agricultural committee of the Chamber of Commerce.



**What's best for the community** is a key factor in management policy decisions for partner-owners S. E. Quinn, left, and his brother, A. L. Quinn, IH dealers for 16 years. Both lend their support to the Soil Conservation Service, 4-H, FFA, Red Cross, Boy Scouts, many other local organizations.



**What's best for the customer** is a key factor in Quinn Bros.' personalized sales and service policy. From new equipment delivery (above) to after-sales service, the personal touch is never overlooked. Calling 1200 customers by their first names is part of Quinn's personalized service.

**As a leader in their community**, Quinn Bros. believes in being helpful to both customers and their town. Like so many IH dealerships from coast to coast, Quinn Bros. recognizes the value of good, sound "human relations" in its contacts with customers, the community and the retail farm equipment business.



# INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Ill.

# DAIRY EQUIPMENT

## brings added profits

By Ross Holman

**T**HE GARLAND IMPLEMENT Co. of Texarkana, Arkansas, has been notably successful in raising the level of farm mechanization in its territory. In addition to selling its share of heavy machinery and equipment the company's ever-increasing sales of dairy supplies are adding substantially to annual gross volume.

Over the years this organization has developed enough trade in milking machines, electric coolers, water heaters, vats and other dairy equipment and supplies to keep a full-time field salesman busy six days a week on this line alone.

"The area around Texarkana is

one of the highest rated milk sheds in this part of the country and we have tried to capitalize on this trend," said H. A. Nelson, manager of the company.

Nelson believes that the sales possibilities in this sideline should be carefully considered by all dealers located in areas where dairy farming is in an upward trend.

Every morning, shortly after the store opens for business, J. O. Harris, the company's field salesman, loads his truck with supplies and takes to the surrounding countryside. Harris estimates that 75 percent of the cows in the area



Harris, right, points out features of a water heater to a dairyman who previously has bought a milking machine

are being milked by the company's machines, and he points out that practically every new customer for a milking machine becomes a permanent customer for other merchandise.

Harris makes monthly calls on every buyer of a milker not only to see that the machine is giving satisfactory service but to sell the customer those expendable dairy supplies that necessarily are a part of every mechanized dairying operation.

On his farm-to-farm calls, Harris has the truck loaded with washing powders, brushes, pulsators, teat cups, special tools and other supplies used in the replacement of worn parts.

Replacement parts and improved devices account for a good share of Harris' sales. As he pointed out, milking machines are improved by the manufacturer from time to time, and the owners of older models often can modernize their units by adding new parts and attachments.

Since there are several hundred users of the company's line of milkers in the territory, sales of replacement parts and attachments made on these monthly calls add up to a substantial volume.

Once a farmer has been sold a milking machine he immediately becomes a prospect for other labor-  
(Continued on page 156)



Truck loaded with supplies and equipment, J. O. Harris, in cab, makes last minute check with an outside salesman for any new prospects before starting on his day's rounds of dairy farms in the trade territory

# THANKS for the Grand Reception!



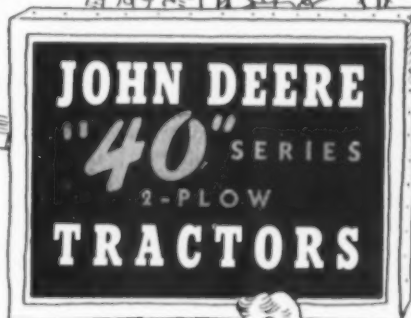
We don't deny that a lot of it was expected—the enthusiasm that greeted the introduction of the new John Deere "40" Series Tractors.

After years spent in engineering, building, and testing, we knew we had a series of new tractors that would catch the eye and win the nod of dealers and farmers throughout the country. But we hardly expected the great acclaim that actually has greeted the "40's."

And it's been the same everywhere—a spontaneous, enthusiastic reception that has made all who had anything to do with building these new tractors feel good 'way down inside—that offers continued testimony to an age-old John Deere ax-

iom, first uttered by John Deere himself when he said, "I will not put my name on an implement that hasn't in it the best that's in me."

So we are taking a little time out here to say, "Thanks." Thanks to the John Deere dealers who demonstrated this enthusiasm at introductory meetings at Oklahoma City, Okla., Columbia, S. C., Bakersfield, Calif., Moline, Ill., Minneapolis, Minn., Portland, Ore., Spokane, Wash., and other points—thanks to the thousands of farmers throughout the country for their generous acclaim—and, finally, thanks to everyone . . . for the grand reception accorded these great new John Deere "40" Series Tractors.



**JOHN DEERE**  
Moline, Ill.

Mose M. Holiman, co-owner of the company discusses prospective customers with W. W. Terrell, sales manager, and Sherman Anderson who serves as outside salesman. "Our job," Terrell says, "is to locate prospects who have recently started farming and to sell them the equipment they need"



By S. W. Ellis

## PLANNED SALESMANSHIP is their key to new business

**These dealers are building extra profits by catering to the needs of customers taking to the soil for the first time**

**P**LANNED SALESMANSHIP, geared to the needs of the new farmer coming into the area from other states, results in important new volume each year for H & C Motors, farm equipment dealers in Malvern, Arkansas.

The county in which this firm is located, like many others throughout the South, is attracting people retiring from jobs in other areas—people who have been saving for that well-equipped little farm they have always wanted.

"They are a special type of customer. They come here with cash for tractors and other equipment," said W. W. Terrell, sales manager. "Our job is to locate these prospects who have recently started farming and to sell them the equipment needed. After that, we must work with them—help them to use the equipment in the most profitable manner. If we have a prominent role in their successful farming venture, we will be re-

membered and they will be our permanent customers."

Though this company sells trucks and automobiles as well as farm equipment, there is complete departmentization throughout including the service shop. However, cooperation between departments, especially sales, does much to advance overall efficiency. For example, salesmen are trained to sell farm equipment as well as trucks. There is a special advantage here for the company. If a customer comes into the store and finds the special farm equipment salesman, Sherman Anderson, absent, he can be served efficiently and intelligently by a salesman who also sells trucks and automobiles.

Such dual salesmanship is taught salesmen at sales meetings, and through the personal sales training given by Mose M. Holiman, co-owner, who has been in the farm machinery business for 27 years.

With the company sales depart-

ment organized in this way, Anderson has more free time to devote to developing new leads for sales of farm equipment.

One of his major activities is learning immediately the names of new farmers who recently have bought land. Daily checks with real estate dealers, newspapers, and the county clerk give him these leads. In most instances, where small farms of less than 100 acres have been purchased for cash, the buyer is from out of state, a newcomer to farming.

"He often is a cash customer for a tractor and all that goes with it," Terrell said. "The new farmer has lots of enthusiasm, but only meager information about making a farm in this area pay off. We fill the gap by selling him the equipment he needs, setting it up correctly, and showing him how to use it successfully."

When Anderson has sold a customer of this type he delivers the equipment personally, with a mechanic, and sometimes spends a full day setting up the equipment and teaching the farmer correct methods of operation. After that he makes frequent repeat visits as

(Continued on page 148)



# Sweet and Low



**FULL CLEARANCE**  
for Cultivating  
Up Front or Behind



## CASE PRESENTS NEWEST OF MODERN TRACTORS

You never before saw a tractor so sweet in performance and convenience, so low in seat and platform without sacrifice of crop clearance. With this new low-profile model in the Case 2-plow "VA" Series you just step on the roomy platform and settle into the low "Bodyguard" seat, suspended on torsional rubber springs for comfortable all-day riding. Well-suited to every crop, every job, it has full clearance for cultivating . . . 4-wheel stability with wide range of tread width . . . powerful brakes for short turning . . . plus all the exclusive advantages of Eagle Hitch Farming. To demonstrate it in a farmer's field is to make him want it—and only Case dealers can give him that demonstration. J. I. Case Co., Racine, Wis.

● **Low "Bodyguard" seat.** Easy-riding, easy to get on, handy to controls, easy to watch your work.

● **Low platform.** Just a step from the ground. Yet full crop clearance for cultivating. Operator can sit or stand.

● **Side access to seat,** ahead of fender. Handy to step in—no climbing over rear-mounted implements.

● **Low profile.** Tail-pipe exhaust and low air-intake, as shown, available as optional equipment.

● **Adjustable tread,** front and rear. Low center of gravity and 4-wheel design give unusual stability on side-hills.

● **Cultivate up-front** with "look ahead" cultivator—or behind with Eagle Hitch tool-bar mounting of sweeps or shovels.

● **High-torque** heavy-duty engine. Eager 2-plow power with lugging ability for hard pulls at reduced speed.

● **One-Minute hook-up,** sitting down. Mount many Eagle Hitch implements without getting off tractor seat.



**SIMPLICITY — the line that sets the pace for industry**

**value-packed, profit-packed**



**OFFERS YOU**

## **THE BEST SELLING PROGRAM IN THE INDUSTRY**

Follow the lead of Simplicity and you follow the sure-fire profit line of garden tractors — for no other manufacturer gives as much to help you sell as Simplicity. Here are six important reasons why:

**1. COMPLETE LINE** — New THREE great garden tractors in the horsepower range most owners prefer — 2 HP, 3 HP, and the brand new 5 HP with the new automotive type reverse. Each Simplicity Garden Tractor is a multiple-purpose machine, handling over two dozen farm and yard jobs . . . and now with a choice of horsepower to meet any requirement.

Plus — the sensational new Simplicity Model J, designed for the average yard at a price every home can afford!

**2. LOW INVENTORY** — Simplicity implements are interchangeable for all three Garden Tractor models . . . so your inventory in-

vestment is low, inventory control is easier, less valuable storage space is tied up.

**3. EASY TO SELL** — because Simplicity is America's biggest garden tractor value . . . does more with less work at lower cost . . . offers your customer time and labor saving benefits every week of the year!

**4. ADVERTISING SUPPORT** — Simplicity dealers are backed with strong advertising support in national magazines reaching the largest number of top prospects. Simplicity promotion and merchandising aids work the year 'round for bigger sales, proving the most complete, most effective material offered by any garden

tractor manufacturer.

**5. CONSUMER ACCEPTANCE** — Simplicity tractors are backed by a thirty-year reputation for quality manufacture plus leadership in garden tractor design. Your customers have been pre-sold on these facts through consistent, forceful advertising.

**6. A PRICE THAT SELLS** — Simplicity sells for less than comparable equipment because it is manufactured in a plant that utilizes modern equipment and advanced manufacturing procedures.

As a Simplicity dealer, you can truthfully say to your customers, "Here's the most garden tractor for your money."



**America's  
No. 1  
Garden  
Tractor**

# NEW FOR '53—



## 2 New Money Makers for

## **Simplicity** Dealers

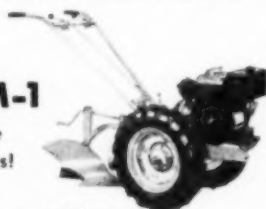
### The NEW Light, Compact Simplicity Model J



Versatile, self-propelled two horsepower Simplicity Model J makes single-purpose power mowers and snow plows obsolete! Designed especially for the average yard, at a price every home can afford, the Model J mows lawns, plows snow, cuts weeds and cultivates, with low-cost attachments! Every home owner or renter with a patch of grass, a walk or a driveway is a prospect for the new Model J.

### 3 HP Model M-1

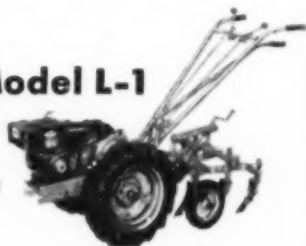
national favorite  
in the 3 HP class!



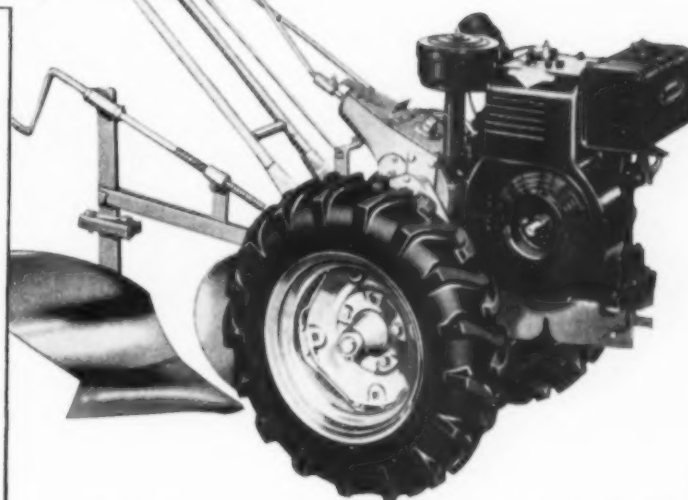
- 5 forward speeds — 1 to 5½ m.p.h.
- Fully enclosed transmission . . . heat-treated drop-forged gears . . . strong one-piece steel frame . . . adjustable handles and open frame
- Patented "Quick-Hitch" for less-than-a-minute implement changes
- Rugged 3 HP Briggs & Stratton engine

### 2 HP Model L-1

rounds out the  
saleswinning  
Simplicity line!



- 5 forward speeds — 1 to 5½ m.p.h.
- Fully enclosed transmission . . . heat-treated drop-forged gears . . . strong one-piece steel frame . . . adjustable handles and open frame
- Patented "Quick-Hitch" for less-than-a-minute implement changes
- Sturdy 2 HP Briggs & Stratton engine



### The Rugged NEW 5hp Model V! with 3 speeds forward and REVERSE

A Great New Tractor joins the Simplicity line! It's the rugged 5 HP Model V, with all the famous Simplicity features for versatility and reliability, plus rugged power to handle bigger jobs faster, more efficiently.

- Simple, positive gear shift with 3 forward speeds and reverse, eliminates belt changing
- Fully enclosed transmission . . . heat-treated, drop-forged gears . . . strong one-piece steel frame . . . adjustable handles and open frame
- Patented "Quick-Hitch" for less-than-a-minute implement changes
- Power-packed 5 HP Briggs & Stratton engine
- New 10-inch moldboard plow
- New rotary tiller attachment



### Get the Profitable SIMPLICITY Dealer Franchise:

Continual expansion and improvement of manufacturing facilities enables Simplicity to make a limited number of new dealerships available! Write now to Simplicity Manufacturing Co., 5356 Spring Street, Port Washington, Wis., for full information.

E. B. Turner points out features of a new tractor to a customer. Most equipment, like this tractor, is displayed with implements attached. To protect new equipment from the weather as much as possible it is stored in sheds. This dealer finds that farmers, like most shoppers, appreciate a large inventory from which to make a selection

By C. Thomas

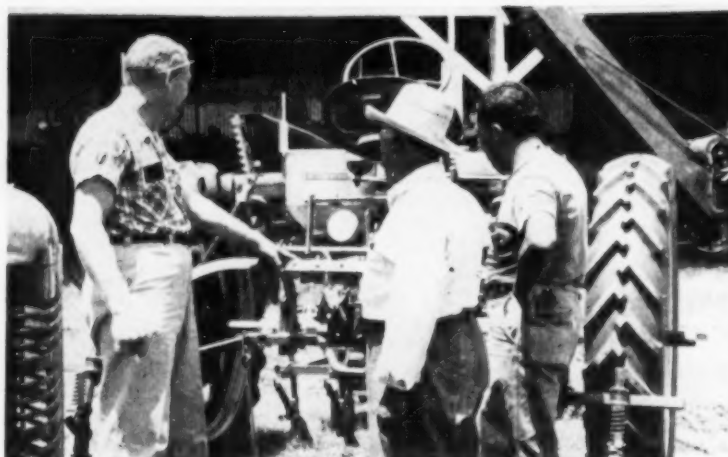


## Big Inventory - Big Sales

**T**HOUGH FARMERS may be more shrewd than most buyers, they have one thing in common with the average shopper. When making a purchase they appreciate a broad inventory that affords a variety of choices.

Accordingly then, a big inventory can mean big sales. At least that is the opinion of E. B. Turner, Horne Implement Co., San Marcos, Texas, who, when deliveries permit, keeps at least 50 new tractors on hand at all times.

Turner, who heads up this business as general manager, sales manager and service manager,



Above, Turner and customers continue tour of the new equipment lot, inspecting different types and sizes of tractors. Finally, Turner, left, persuades prospect to mount tractor and try out controls



feels that this can be a dealer's most profitable method of operation.

"It is to our distinct advantage to have a yard filled with new tractors. Farmers are wise. They know from past experience that when a dealer has a short inventory customers frequently are not going to get the best possible deal. A dealer with just one or two tractors in inventory often will hold

(Continued on page 151)





# You Asked for It... a Bigger, Better WISCONSIN HEAVY-DUTY *Air-Cooled* ENGINE

**16%  
More Power  
for Your  
Equipment**



VG4D Standard Engine.

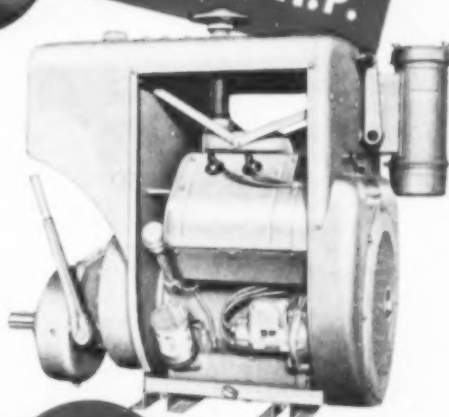
Another engineering achievement . . . the NEW Model VG4D V-type 4-cylinder Wisconsin Heavy-Duty Air-Cooled Engine, increasing the power range to 36 hp. — a power gain of more than 16% over the VP4D, former top engine in the line.

The NEW Model VG4D is an exceptionally smooth-running, even-firing engine. Its light weight and compactness in design simplify the problem of engine installation on modern equipment where weight and space limitations are important factors.

Every one of the traditional Wisconsin 4-cylinder features are built into this new model. These include, to name a few, tapered roller main bearings, dynamically balanced forged crankshaft, mirror finish on crank pins, Stellite-faced exhaust valves and valve seat inserts and honed cylinders for long, dependable, heavy-duty engine life. The Model VG4D engine is definitely *Tops in Performance*, delivering a maximum of power per pound of engine weight, at minimum operating and maintenance costs.

We invite your request for complete detailed specifications.

**The NEW  
Model  
VG4D  
25 to 36 H.P.**



VG4D Power Unit with clutch reduction.

**MORE  
Power  
TO FIT THE  
JOB**

**MORE  
Power  
TO FIT THE  
MACHINE**



## WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines  
MILWAUKEE 46, WISCONSIN

A 7455-1PC



New officers of the Mid-South Farm Equipment Association are, front row, left to right: Earl E. Kirk, national director; M. H. Maddox, first vice president; and Bob Lee Smith, second vice president. Center, left to right: George K. Wade, E. B. Bohannon, Wallace Cox and Holmes B. Squires, all directors. Back row, left to right: Fred James and L. H. Polk, directors. Harry R. Wieman, the newly-elected president, was unable to be present

## Mid-South Convention

**F**ARM EQUIPMENT dealers are going to have to canvass for prospects.

They are going to need more knowledge of their products in order to demonstrate more effectively.

They are going to need more outside salesmen.

It's going to take all of that, along with some hard work, to make 1953 the good business year that most dealers expect, the Mid-South Farm Equipment Association's 11th annual convention in Memphis, Tenn., was told by outstanding men in the farm machinery field.

The convention, held Jan. 20-21, was attended by more than 500 association members, associate members and guests from Tennessee, Mississippi and Arkansas. The association reported another increase in membership, with approximately 600 on the rolls at the end of 1952.

Speaking on the convention theme, "Facing the Future," Paul H. Watson of Greenville, Miss., retiring president, reminded the association that many youths now in the armed forces will not return to the farm as a means of making

a living. That means even more farm machinery will be required to keep pace with the rapidly growing needs of the nation's increasing population, he declared.

J. D. Shevlin of Moline, Ill., sales development department manager, Deere & Co., hammered home the warning that good employer-employee relationship may determine profit or loss for dealers in the expanding buyers' market. "Your employees have got to want to do the job for you," Mr. Shevlin explained. In return, he advised dealers to give credit where due and to make the best use of each employee's ability.

Dr. W. B. Andrews, agronomist of Mississippi State College, declared the efficiency of farmers has greatly increased through the use of machinery. One farmer produced enough for eight people in 1910, for 11 people in 1930, for 15 in 1950, and his efficiency is still increasing, Dr. Andrews said.

Other convention speakers included:

Merrill D. Graham, sales consultant of Concord, Mich.; James Ford, 13-year-old 4-H Club member of Greenville, Miss.; Cy W. Radcliffe, equipment dealer of

Homedale, Idaho; L. J. Oester, columnist of Hollywood, Fla.; Waters S. Davis, Jr., League City, Texas, president of the National Association of Soil Conservation District Supervisors; Charles E. Diller, Jr., Princeton, Ill., first vice president of the National Retail Farm Equipment Association; Arthur C. Horrocks, Akron, Ohio, public relations counsel for Good-year Tire & Rubber Co.

Harry R. Wieman of Stuttgart, Ark., was named president for 1953, being elevated from the first vice presidency. Other executive officers chosen were M. H. Maddox, Jackson, Tenn., first vice president; Bob Lee Smith, Blytheville, Ark., second vice president; Earl E. Kirk, Paragould, Ark., national director.

New directors named were George K. Wade, Greenwood, Miss.; E. B. Bohannon, Athens, Tenn.; Wallace Cox, Memphis; Holmes B. Squires, Nashville, Tenn.; Fred James, Greenwood, Miss.; L. H. Polk, West Memphis, Ark.; J. A. Mitchell, West Point, Miss., and W. E. Love, Morrilton, Ark.

### Soil Conservation Group Elects Noland Vice Pres.

P. H. NOLAND, vice president in charge of product research for the Minneapolis-Moline Co., Minneapolis, Minn., was elected a vice president of the Soil Conservation Society of America, at a recent meeting held in Buffalo, New York.

Mr. Noland began his association with the company in the early 1920's, when he joined the Moline Plow Co., a predecessor of the present Minneapolis-Moline Co., as branch manager of the company's Kansas City office. After serving in this position for two years, he was appointed vice president and general sales manager of the company.

In 1929, he became vice president and a director of the Minneapolis-Moline Power Implement Co., and left in 1932 to become vice president and a director of the B. F. Avery & Sons Co. in Louisville, Ky. He was named executive vice president of that firm in 1942, and president in 1944.

When B. F. Avery & Sons Co. was merged with the Minneapolis-Moline Co. in 1951, Mr. Noland was appointed vice president.

# Investigate these famous Yazoo products!

## YAZOO ROTARY MOWER

### MODEL 5-A

- Unexcelled for clearing brush, clipping pastures and cutting and pulverizing stalks
- Cuts full 60 inch swath with single suction-type blade
- Adjustable cutting height from 2" to 16"
- Four-belt drive to eliminate shock
- Heavy-duty 2" blade shaft equipped with Timken roller bearings
- Adaptable to any make tractor
- Rugged reinforced all-steel frame with protective cover
- Heavy-duty farm equipment type universal joints and drive shaft
- Enriches land with valuable mulch
- Operates at speeds up to 10 miles per hour



## YAZOO ROTARY MOWER

### MODEL 7-A

- Cuts and shreds cotton and corn stalks (2-rows), brush, vines, weeds and stubble
- Enriches land with valuable mulch
- Can be quickly attached to any make tractor
- Cuts king-size swath—7 ft. wide
- One machine for many jobs means less investment
- Five drive belts absorb shock and give steady power
- Adjustable cutting height from 2 ins. to 16 ins.
- Three heavy-duty, suction-type cutter blades

## YAZOO MASTER MOWER

- Mows tallest grass and toughest weeds—takes steep grades
- Ideal for lawns, golf courses, cemeteries, parks, playgrounds, etc.
- Light running—efficient—and economical to operate
- Easy to start—handles easily
- Tough, durable spring steel blade
- Seamless steel tubing chassis frame
- Rugged, heavy-gauge steel housing
- Available in models and sizes to fit every need

Write, wire or call for complete information  
**YAZOO MANUFACTURING COMPANY**  
**Jackson, Mississippi**







The Model "40" tricycle-type tractor has a wide variety of wheel tread adjustments; dual front wheels can be changed to wide front axle for straddling beds, or to single front wheel for running in narrow water furrows

## Three New Farm Tractors Added to John Deere Line

THREE NEW FARM tractors—the "40" series—have been introduced by John Deere, Moline, Ill. They are now in production at the John Deere Dubuque Tractor Works, Dubuque, Iowa.

The Models "40" Standard and "40" Tricycle-Type are general-purpose tractors designed to furnish complete power for small to medium size farms; helper power for larger farms. They are rated as full two-plow tractors in most soils. They replace the Models "M" and "MT", respectively, in the John Deere tractor line. The "40" Crawler is a new track-type model that replaces the "MC". The engine in all three tractors is the same and produces about 15 percent more power than the engine in the models they replace.

Noteworthy among the new features of the "40" Series general-purpose models is the three-point hitch for a new and modern line of John Deere Quik-Tatch implements. According to the manufacturers, the new hitch is built with extra strength throughout and features a turnbuckle-type upper hitch link which makes

hooking-up easier and provides fore-and-aft leveling of tools from the tractor seat.

In addition to a full line of new integral John Deere working tools, which are being built by other company factories, the "40" Series tractors will take tools made for most other tractors having a standard 3 point hitch.

Both of the new "40" Series general-purpose models are regu-

larly equipped with an advanced system of load-and-depth control, which works through the John Deere Touch-o-matic hydraulic system to provide more flexible operation of integral implements. Improved daily work capacity and better performance in uneven ground conditions are advantages of this feature, the manufacturers state.

The Touch-o-matic system provides "live" hydraulic power for effortless raising, lowering, and precision setting of the working equipment. The "40" Tricycle-Type tractor has a dual Touch-o-matic system which provides individual control of cultivator sections right and left—a big advantage when working point rows.

Other advancements in the new models include: Provision for use of both Touch-o-matic cylinders on (Continued on page 136)

Model "40" crawler tractor has the same engine as the wheel-type tractors in the "40" series. Tool carrier takes a wide variety of attachments in addition to the 6-foot dozer blade shown



At right is the "40" standard tractor with 3-point Hitch plow. The tractor has ample power to pull two 14-inch bottoms in most soils. Note high clearance of plow for turning and transporting



This Engine is Fast Becoming

**No. 1 CHOICE**

for **TOUGH JOBS**



**CONTINENTAL  
RED SEAL  
MODEL AU-8**

★ Displacement, 8 cubic in.  
Develops  $2\frac{1}{2}$  h.p. @ 3600  
r.p.m. Torque at moderate  
speeds is exceptionally high,  
assuring high lugging capac-  
ity. Especially suited to the  
needs of garden tractors and  
other equipment where sud-  
denly-applied peak loads  
would stall an ordinary en-  
gine. Shown equipped with  
exclusive Contex external  
breaker point and fly-weight  
type governor assembly. This  
Continental "First" has been  
widely acclaimed as the most  
important air-cooled engine  
advance in years.

The Continental Red Seal air-cooled industrial engine line comprises 14 models, from  $\frac{3}{4}$  to  $2\frac{1}{2}$  h.p., including six vertical shaft models—three for belt drive and three for direct.

***Continental Motors Corporation***

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN

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**GLEASON WHEELS**



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6", 8", 10", 12"

Steel Disc  
Ball Bearing Wheels

with  
Semi-Pneumatic Tires  
for 1/2" and 3/8" axles

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BEST SELLERS**

*Millions in Use*

The 521 Wheel Deal gives you a basic stock of 23 Gleason Wheels in the 5 Sizes which have proved most popular in 5 years of over-the-counter selling. Every wheel in this assortment will be bought by someone in your neighborhood . . . by customers who own hand trucks, power mowers, garden carts or wheelbarrows, garden tractors, caddy carts, silage carts, battery chargers, outboard carriers, shopping carts . . . by home craftsmen, farmers, small repair shops, the handyman, home owners . . . in rural, urban, and suburban communities.

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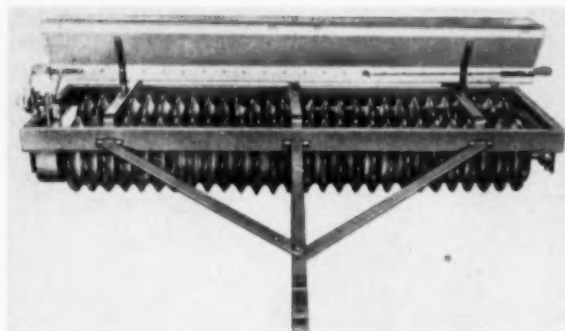
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# ZIG ZAG SOIL PULVERIZERS



**WHY? . . .**

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- ☆ Welded one-piece frames
- ☆ Ball or wood bearings
- ☆ Single, double and three-gang
- ☆ Patented wheels reduce erosion
- ☆ Does better job pulverizing and mulching
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- ☆ Will sow all small seeds perfectly
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- ☆ Only one hopper needed
- ☆ Positively no seed waste

## SELL... THE ZIG ZAG LINE

and enjoy the business and friendship of many satisfied customers

*If you do not have a pulverizer in stock today, write, wire or call for the name of your distributor.*

MANUFACTURED BY

**Cleveland Foundry & Manufacturing Co.**

INCORPORATED  
CLEVELAND, TENNESSEE, U.S.A.

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**GOULDS**

**Balanced-Flow JET**

Here's the unchallenged champion of the shallow-well field—no other pump like it—at *any* price. Dramatically different, with exclusive features you can easily demonstrate, the Balanced Flow pulls prospects into your store—sells itself and the other pumps in the Goulds profit clean up line!



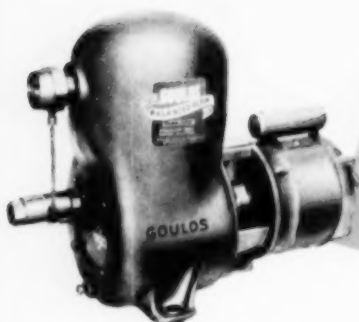
**It's the GREATEST  
water systems line in our history**



# Put YOUR pump profits all in one basket

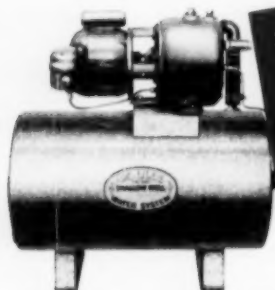
## with this

# GREAT GOULDS LINE



**GOULDS  
Balanced-Flow  
JET**  
for shallow wells

The *only* shallow well pump that needs no tank . . . the *only* pump with self-adjusting capacity to deliver (within pump capacity) the amount of water desired at *each* tap—with no flow variance no matter how many taps are open. Quiet, compact, corrosion-resistant, only *one* moving part. Easy to install—easy to service. Figure 3680.



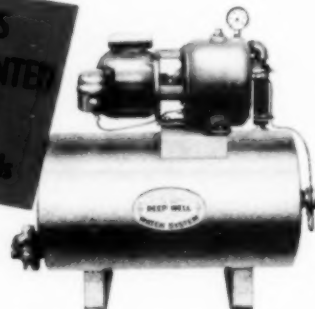
**GOULDS  
TANK MOUNTED  
SYSTEM**  
for shallow wells

A "packaged" shallow well system—complete with tank and all accessories—nothing else to buy! A low cost, easy-to-install system—with *dozens* of Goulds famous quality features. Corrosion-resistant, self priming, only *one* moving part—a compact unit built for years of trouble-free, economical service. Capacities up to 520 gallons per hour—ideal for the average home. Figure 3683.



**GOULDS  
JET-O-MATIC**  
for shallow  
or deep wells

The famous Goulds dual-service water system that uses the same basic pump unit for either shallow or deep well service. Wide range of capacities and pressures—sizes from 1/4 h.p. to 5 h.p. The perfect pump to recommend where shallow well water levels may drop in dry periods to deep well levels. A dependable workhorse for *most* farm and home requirements! Figures 3628-3629.



**GOULDS  
TANK MOUNTED  
SYSTEM**  
for deep wells

A completely self-contained deep well water system, with tank and all accessories, GOULDS-engineered for top performance at lowest installation and operating costs! With its 17 gallon tank, this system is especially designed for pumping levels not more than 50 ft. below the unit. A "best buy" that will open *new* profit doors for you in 1953! Figure 3681.

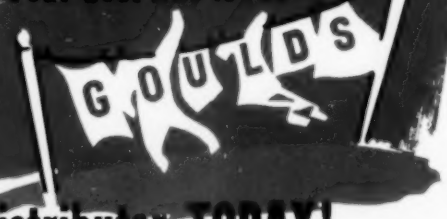
### ... and to complete the story

No matter what your customer requires—in capacity, pressure, shallow or deep well—there's a GOULDS just right for the job. See the pumps shown above—and all the *other* great pumps in the complete GOULDS line—at your distributor's now. Let him help you make 1953 a "pump-profit" year for you!

**GOULDS PUMPS Inc., Seneca Falls, N.Y.**

**In 1953**

Your best line is...



## Better call your Goulds distributor TODAY!





Rice farming conditions are duplicated on the Massey-Harris test track levee course. Here combines must prove themselves by successfully hurdling rugged levees before splashing through axle-deep mud

## Massey-Harris Test Track Is

## TORTURE ROW!

"TORTURE ROW!" That's what engineers call the Massey-Harris test track where farm equipment absorbs more punishment in hours than ordinary farm operation could give it in months.

On this track, which is part of the company's 640-acre experimental farm, machinery undergoes punishment farmers would go a long way to avoid on a farm. For example, few would drive a tractor or combine through 3 feet of water just to see if it could "take it." Nor would they bounce machinery over a rock-ribbed cobblestone road at top speed, or see just how fast they could make a short turn with a self-propelled combine.

Yet all these rugged tests, and many more, are executed in 'round-the-clock testing on what

the company describes as the only full-scale test track in the farm equipment industry.

And there's just one reason for the gruelling tests—to maintain quality farm equipment by thoroughly checking engineering de-

bat, so a test track was constructed near the Massey-Harris plant at Racine, Wisconsin. Company officials, realizing the value and need of a similar testing ground for farm equipment,

(Continued on page 150)



Steel rails jolt and jar every bolt, nut and cross-brace of machinery on rugged Torture Row



Farm equipment must swim through this three-foot-deep bath where wheels, bearings, brakes and ignition are checked for protective sealing

Pictured at right is J. I. Case Co.'s new low seat, low platform, all-purpose tractor. Compact in design and with a low profile, the tractor delivers power at six points and according to the company, can perform, with implements, more than 100 farm power jobs. The new unit has ample braking power to assist in short turning and shock-proof steering



## J. I. Case Co. Introduces New Low Seat, All-Purpose Tractor

A NEW LOW SEAT, low platform, all-purpose tractor in the "VA" series has been introduced by the J. I. Case Co., Racine, Wisconsin.

In addition to its low profile and compact design, this new 2-plow tractor delivers power at six points. Company engineers state that the tractor, with implements, can perform more than 100 farm power operations.

The six power application points are:

(1) The quick-coupling Eagle Hitch for rear-mounted implements.

(2) Dual valve hydraulic controls for mounted or trailed machines.

(3) Master support for front-mounted implements.

(4) Full swing drawbar for trailed machines (not a part of the Eagle Hitch).

(5) A centered power take-off which fully con-

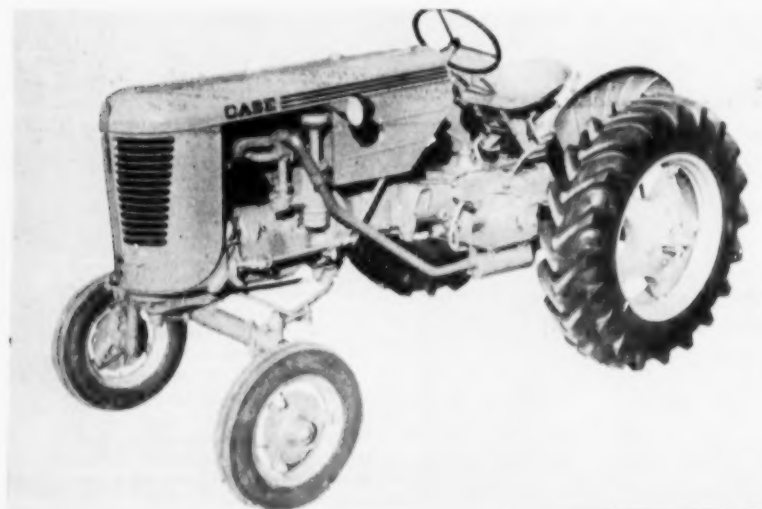
forms to A.S.A.E. standards.

(6) A side-mounted, right-hand belt pulley for easy lineup to driven machines.

This new tractor has notable



The new tractor has notable four-wheel stability for hillside work and a wide range of tread widths for intertilled crops



four-wheel stability for hillside work and a wide range of tread widths for intertilled crops. It has ample braking power to assist in short turning, shockproof steering, in addition to all of the advantages of Case Eagle Hitch Farming, such as hooking up sitting down, easy  
(Continued on page 150)

Low platform, left, is an easy step from the side of the tractor. It is not necessary to climb over rear-mounted implements. Driver can sit or stand while working

# Quality Counts...

and **QUALITY** is the word for the new **BURKS HV SERIES CENTRIFUGAL PUMPS**

The only pump that can be installed  
either vertically or horizontally  
without any mechanical changes. Finest  
quality through and through—in  
design, construction, performance.



*Write for complete Burks literature and dealership offer.*

## DECATUR PUMP COMPANY

DECATUR 70, ILLINOIS



Dearborn's new forage harvester is designed to chop and load up to 15 tons of hay or row crop silage per hour. Available in both PTO and engine-driven models, unit will pick up windrowed crops or cuts standing row crops

New baler, below, will produce three to eight bales per minute and has a capacity of 10 tons of hay per hour. Bales measure 16" x 18" in either 36" or 42" lengths. Bale weight can be adjusted between 50 and 100 pounds

A NEW FORAGE harvester and a new hay baler have been added to the line of farm equipment manufactured by Dearborn Motors Corp., Birmingham, Mich.

The forage harvester is designed to chop up and load up to 15 tons of hay or row crop silage per hour.

Available in both PTO and engine-driven models, the unit will pick up windrowed crops or cut standing row crops. The forage crop is cut into small pieces, the length of which is selected by the operator. Chopped material is then discharged into a trailing wagon or truck driven either behind or beside the harvester.

Forage material may be cut in lengths from  $\frac{3}{4}$ " to 4" by changing drive sprockets and removing two or three of the four knives. The cutter head drive mechanism is protected by a slip clutch, which is adjustable for varying crop conditions. The drive mechanism can be reversed from the tractor seat to clear out clogging due to overloading.

The engine-driven model is equipped with a 31 horsepower, four-cylinder engine. The PTO driven model has a standard A.S.A.E. hitch.

Compact and maneuverable, the Dearborn Forage Harvester is only seven feet wide and passes easily through gates and narrow lanes, according to the company. Controls, which can be operated from the tractor seat, are adjustable for length as well as height, making them readily accessible to the operator.

## Forage Harvester, Hay Baler Added to Dearborn Motors Line

Either a row crop attachment or a windrow pick-up attachment may be used. A 20" extension and spout supports are sold separately as optional equipment for operators who use highside trucks.

The Dearborn hay baler will produce three to eight bales per minute and has a capacity of up to 10 tons of hay per hour, assuring farmers with fast, efficient, one-man baling. Bales measure 16 inches by 18 inches in either 36 or 42-inch lengths. Bale weight can be adjusted between 50 and 100 pounds.

A 25 horsepower engine provides ample power for baling under varied conditions. With this engine, stacked hay can be baled

as efficiently as windrowed hay, according to the manufacturer.

A large size plunger compresses hay without missing a stroke during the tying operation. The knot is tied while the bale is under compression and the twine is tension-free. The result is a firm knot plus a saving in twine.

The 59-stroke floating pickup has a guide wheel on the outer side which follows ground contours closely, leaving less hay on the ground. After the hay has been picked up, an even-feeding auger and sweep fork gently move it into the baling chamber.

An automatic bale tension bar makes possible better packed, (Continued on page 156)





# BUILD YOUR BUSINESS ON A TRADEMARK OF QUALITY



## These important facts show how YOU can profit with an MM dealership

You can show the same good profits with a Minneapolis-Moline dealership that hundreds of MM dealers are showing every day. From the moment you unlock your front door, you build *your own business* on a trademark that stands for quality—for dependable, profit-producing machinery all over the world.

Now! Minneapolis-Moline has opened its dealer program in communities where there is no MM dealership. In these areas, MM dealer franchises are now available. Many are choice territories in the heart of booming farming centers.

- You work with a deferred sales system that makes the MM line the easiest to handle in the industry.

- You sell through a progressive dealer plan that helps you show a profit in your own business.

- Advanced manufacturing and distribution facilities insure fast, reliable deliveries to back up your sales.

- You gain from advertising and sales promotion techniques that help you find prospects, then help you make sales through proven methods.

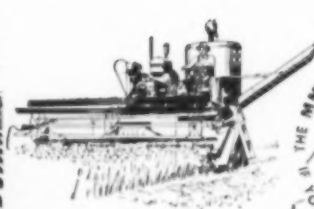
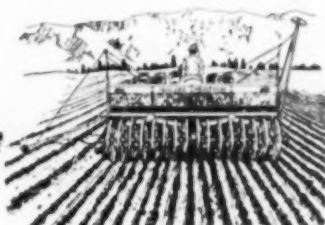
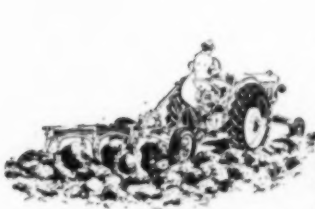
### BUILD YOUR BUSINESS ON THESE IMPORTANT MM ADVANTAGES!

- You sell the complete line of highest quality farm machinery—known round the world for profitable performance and dependable operation.

### HERE'S YOUR NEXT STEP!

Write for all the facts on MM dealerships today. Your inquiry will receive immediate, executive-level attention. The complete program will be outlined for you, showing full profit opportunities.

## Build Your SALES and PROFITS on MM MODERN MACHINERY



# MINNEAPOLIS-MOLINE

MINNEAPOLIS 1, MINNESOTA



Oliver Corp.'s new heavy duty farm tractor

### Oliver Introduces New Heavy-Duty Tractor . .

INTRODUCTION of a new 4-5 plow heavy duty farm tractor has been announced by The Oliver Corp., 400 W. Madison St., Chicago 6, Ill. The new tractor, Model 99, is available with either 6 cylinder diesel or gasoline engine, is styled similarly to Oliver's streamlined 66, 77 and 88 models.

A number of outstanding features of Oliver's 66-77-88 tractor series have been incorporated in the new 99 tractor. The 6-cylinder engine provides smoother performance and less operator fatigue while giving extra response and lugging ability. Many engine parts are identical to those used in the Oliver tractor fleet, thus simplifying the repair parts problem. The new 99 engine features overhead valves, by-pass thermostat, metered lubrication and a heavy-duty automotive type clutch. Disc type steering brakes and recirculating ball steering reduces operator steering effort to a minimum. The entire hood can be removed to give full access to engine and radiator.

The 99 Diesel Tractor is a true diesel—starts easily on diesel fuel at normal temperature. It is equipped with an ether injection unit for quick starts in cold weather.

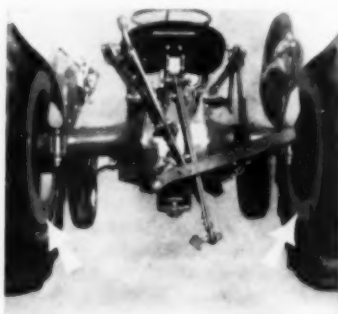
The new Oliver 99 tractor is available in both standard and rice field models.

### Tractor Wheel-Weight Announced by Fargo .

MANUFACTURE of a special wheel-weight for Ford, Ford-Fer-

guson and Ferguson tractors is announced by the Fargo Foundry Co., Fargo, N. Dak.

Designed to give "big tractor push" in snow and mud, the Fargo wheel-weights weigh 350 pounds each. They fit snugly inside the wheels to add to traction for light tractors.



The manufacturers say they won't pick up mud, and they are easy to install. Included with weights are 3 bolts (for each weight), size  $\frac{5}{8}$ " x  $3\frac{1}{2}$ ", galvanized.



New Holland spreader doubles as a self-unloading forage box

### New Holland Producing New Manure Spreader

A MANURE spreader that doubles as a self-unloading forage box is now in limited production, according to New Holland Machine Co., New Holland, Penn.

The Model 300 is a power take-off machine with steel sides and a wood bed. By the addition of extension sides to the spreader it becomes a forage box capable of carrying  $2\frac{1}{2}$  to 3 tons of chopped material. As a manure spreader it has a capacity of up to 130 bushels.

A combination of any one of the 4 apron speeds and the beater—widespread action controlled by the power take-off gives the operator even distribution within limits of 12 to 20 feet.

A single feed lever at the front of the machine gives the operator complete control within his reach of the widespread, beaters and apron. The apron can be operated at the same time as beaters and widespread or independently. This allows a farmer to empty a load of manure with beaters idle, preventing throw-back on the operator.

The bed is made of dense Georgia pine, treated with a toxic water repellent and riveted to main frame. The special wood treatment guards against rot, warp and the effect of bacteria. A special preparation on the steel sides protects against rust and corrosion.

The Model 300 has a bed with an inside length of 11 feet. The inside width tapers from  $46\frac{1}{2}$  inches at the front to 48 inches at the rear. The inside depth is  $22\frac{1}{2}$  inches. Overall length is  $18\frac{2}{3}$  feet and the overall width is  $74\frac{1}{2}$  inches.

The New Holland spreader is converted to a forage box by adding steel extensions to the front and side. At the back a tail gate is

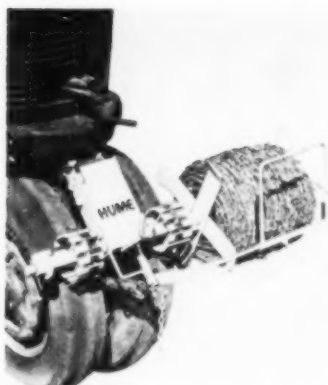
hinged at top and middle to provide an easy way to close the rear for containing chopped material being blown into the box. This hinged gate is lifted and swung over the beaters when discharging the load. Action of the beaters unloads the material uniformly and without any manual labor.

The entire widespread can be quickly removed when using the machine as a forage box. Each paddle is also removable for easy replacement.

### Hume Introduces New Wire Winder . . . . .

THE H. D. HUME Co., Mendota, Illinois, has added the Hume wire winder to its line of specialized farm implements. Purpose of the new implement is to save labor, expense, and eliminate some of the hazards of farm fence building.

The wire winder rolls or unrolls up to 80 rods of plain or barbed wire in three to five minutes. Two models are available: double-drive for row-crop tractors, and single



drive for standard tread tractors. Each model is complete with an attaching bracket to adapt it to the particular make and model of tractor, assuring perfect operation, easy attaching and removal, it was announced.

Continuous front wheel drive traction maintains even wire tension on either smooth or rough ground. A special anti-back lash brake prevents kinking or snarling of wire. The wire rewinds through guides, forming a smooth, tight spool for convenient storage and re-use.

Only one reel is required. A patented feature of the reel pro-

vides for quick and easy removal of the roll of wire. By tying the spool of wire, loosening the set screw, the reel comes apart, it was announced.

### Massey-Harris Issues New Spreader Catalog

A NEW spreader catalog has been issued by the Massey-Harris Co. of Racine, Wisconsin. Printed in color, the 8-page booklet describes and illustrates the features

in the firm's standard No. 11 and new No. 15 spreaders.

The first half of the catalog deals with the standard 70 bushel No. 11 spreader and such features as the machine's wide spread distributor, convenient operating levers and large capacity beaters. The second half introduces the new 90 bushel No. 15 spreader with wide upper beater and auger type distributor.

Free copies of this catalog are now available and will be furnished by the manufacturer on request.

**dependable performance  
and profit with**

# TeeJet® SPRAY NOZZLES



**WITH FLAT SPRAY PATTERN**

Patent No. 2,621,078

Sell the TeeJet spray nozzle line and be certain of satisfied customers. Precision built. Full range of interchangeable orifice tip types and capacities to meet every need. **BETTER DESIGN** proved by overwhelming acceptance among chemical and spray equipment manufacturers. Flat spray tip features include drilled and milled orifices for exact long-life spraying; no internal baffles to distort flat spray pattern or plug nozzle.

**A COMPLETE LINE . . . A PRODUCT TO SELL FOR EVERY NEED**

 <p><b>FLAT SPRAY</b> Patent No. 2,621,078</p> <p><b>DISC TYPE</b> <b>CONEJET</b></p> <p>TeeJet interchangeable orifice tips . . . over 400 types and sizes for every farm spraying need. A range of sizes that's exclusively TeeJet.</p>	 <p><b>GunJet</b></p> <p>The new heavy duty gun type unit. Quality built of all brass with hardened stainless steel orifice tips. Write for Bulletin 65.</p>	 <p><b>CONEJET NOZZLE</b></p> <p><b>DISC TYPE NOZZLE</b></p> <p>Cone Spray Nozzles . . . widely used in spraying insecticides. Non-clogging. Write for Bulletin 61 and 59.</p>
 <p><b>EyeJet TeeJet</b> . . . fits directly on boom pipe. Typical of wide range of fittings including swivel connectors, valves, hose shanks, and line and suction strainers. Patent No. 2,619,351</p>	 <p><b>MultiTeeJet Tip</b> Patent No. 2,621,078</p> <p><b>Adjustable ConeJet Tip</b></p> <p><b>Adjustable Tips</b> . . . provide setting of spray from solid stream to fine atomization. Used with hand held Trigger TeeJet valve unit.</p>	 <p><b>BoomJet</b> . . . for weed control in grains and grasses and other general broadcast uses such as spraying of liquid fertilizers. Provides pattern up to 66 feet wide. Write for Bulletin 66.</p>

**FOR COMPLETE INFORMATION . . . write for general TeeJet Bulletin 58, any of the bulletins listed above, and name of your nearest distributor. Join the TeeJet profit parade by selling the TeeJet line.**

**SPRAYING SYSTEMS CO. 3277 RANDOLPH STREET BELLWOOD, ILLINOIS**



### Dobbins Markets New Basic Spray Boom . . .

DOBBINS Manufacturing Co., Elkhart, Indiana, announces the availability of the Only Basic Spray Boom made for agricultural spraying. Simple conversion accessories convert basic 6-row, 13-nozzle boom with fixed 20" nozzle spacing to 8-row, 15-nozzle boom, adjustable spaced nozzle boom, or adjustable row crop boom for 1, 2, or 3 nozzles per row spraying.

By the use of different mounting brackets and pump kits, it can be front or rear tractor mounted, trailer or skidpower sprayer mounted, or trailer tank mounted.

The manufacturer announces that the new unit will do all spraying jobs.

known makes and are made in accordance with NEMA standards and specifications.



The ejector bodies, foot valve, impellers and wearing rings are all brass. The pump shaft is stainless steel and uses the same rotary seal as all other Myers Ejectos.

### Myers Introduces New Ejecto Water System .

THE "MHN" EJECTO, a two-stage water system designed for deeper wells and for installations requiring higher discharge pressures, is being introduced by The F. E. Myers and Brother Co., Ashland, Ohio.

The "MHN" Ejecto, which is available in one-half, three-quarter and one horsepower sizes, will deliver water from depths as low as 160 feet and will build up discharge pressures as high as 60 pounds. This is done by means of two all-bronze impellers in the pump casing.

The system comes complete with pump and tank assembly. Features of the new system include high efficiency, simple mechanical construction making servicing and installation easier and a standardized motor loading.

All motors used in the "MHN" Ejecto line are of nationally

nation-wide service organization built for Clinton engines during the past seven years.

The saws are driven by the 2-cycle Clinton engine.

### Planned Salesmanship

(Continued from page 128)

a further means of winning the customer's confidence.

The company's reputation for service to new customers is widespread, and the owners know of several instances where real estate dealers in selling land to would-be farmers have recommended the services of H & C Motors.

Terrell points out that the new farmer learns fast and is an eager student of modern farming methods. At the company store he finds an ample supply of useful literature furnished by the manufacturer. If he needs special information, the management obtains it for him.

The new farmer always is asked about his farm buildings—his implement sheds and dairy barn.

"The new farmer frequently needs new buildings," Terrell said, "and we want him to know about the free blue prints that the manufacturers supply. Each year we assist several new farmers to construct the right kind of buildings, suited to their individual needs. We can almost anticipate the needs of the new farmer who has bought an 80-acre tract to be used for livestock or general farming."

Anderson keeps so closely in touch with the small farmers and cattlemen of the area that he understands their problems. He lets newcomers know that he is interested in them, and wants them to be successful in their new farming ventures.

Each year when the Farm Bureau conducts its yearly tour, Anderson trails along, his truck filled with iced drinks. When a stop is made, he is ready to serve from 100 to 200 farmers with a cold soft drink.

Repair service receives special emphasis in this company. The large shop that services cars and trucks as well as farm equipment also is completely departmentized. The farm machinery section has its own area and crew of mechanics. One mechanic acts as Anderson's special aide, and accompanies him on field trips for the purpose of making on-the-spot repairs.

### Increased Production of Clinton Chain Saws

CLINTON CHAIN saws, product of Clinton Chain Saw Division, Clinton, Mich., are currently in quantity production. General features claimed for the saw are: a quick-starting engine; new lightness of weight; greater cutting speed; superior versatility in felling, bucking, under-bucking, ripping, boring, lopping and pruning; and good service facilities due to the







# **A FERGUSON FRANCHISE** requires a **SMALLER INVESTMENT**

One size Ferguson Tractor meets more of the needs of more farmers. This means less inventory in tractors, implements and parts; less money to borrow; less interest to pay.

If you want to hear the complete Ferguson Story . . . with its many commercial advantages . . . contact the nearest Ferguson Distributor or write Harry Ferguson, Inc., Detroit 32, Michigan.

**The Franchise with the Future is FERGUSON!**

Copyright 1953 by Harry Ferguson, Inc.

## Torture Row

(Continued from page 141)

adopted the idea of their own company track where machines could be tested under the most severe farming conditions.

Take a look at some of the tests the equipment must undergo:

The obstacle courses—made up of rock-ribbed cobblestone roads and a series of steel rails—jolt and jar every nut, bolt and cross-brace on machines. Each machine is disassembled after this run and parts

are checked for strain and wear. If a part doesn't stand up to the rigid requirements demanded, it goes back to the engineering department's drawing boards to be redesigned.

In the dust tunnel, which is "far worse than any sand storm Mother Nature could devise," every tractor, combine and implement model must prove its worth before being accepted for use. Oil seals, gaskets, air cleaners, transmissions, clutches and other parts are choked with barrel after barrel of swirling abrasive dust and

sand particles. If a machine can withstand this test it will be able to take whatever dust and dirt the ordinary farm has to offer.

Wheels, bearings, brakes and ignition are checked for proper protective sealing as machines churn through the three-foot-deep water bath before dipping into the thick Gumbo mud bog course.

Then there's the ramp and steep grades to duplicate side-hill farming operations. Here perfect balance plus low center of gravity play an important part in keeping the machines in a safe position as they circle the steep, man-made hill on the contour. All combines traveling through these balance courses must measure up to rigid standards with the grain tanks empty. With the grain tank even one-half full, balance would be greatly improved and become almost perfect.

On the levee obstacle course, giant self-propelled combines twist and pound their way over simulated rice levees, then splash through axle-deep water to duplicate the conditions of rice farming they will meet.

No matter what any specific farm condition may be like—rough, hilly, dusty, muddy—there's a greatly magnified version of it on the giant Massey-Harris test track.

As an added safeguard for quality, machinery and implements are put to work on the experimental farm under normal field conditions, and are tested there with the world's most scientific electronic instruments. Wires, which are attached to various parts of the machine being tested, lead to a recording instrument which is transported by a truck alongside the machine. Stresses and strains are recorded in graph form to give an accurate and complete record for engineers to study.

## Case Introduces New All-Purpose Tractor .

(Continued from page 142)

pedal brakes, constant hydraulic control, and fast, easy adjustments. A low "bodyguard" seat for easy riding and mounting is available. It is handy to reach the controls and also easy to watch the work ahead, according to the manufacturer.

The low platform is an easy step from the side of the tractor.



**R. HERSCHEL**  
MANUFACTURING CO., INCORPORATED

## CUTTING PARTS

## KEEP YOUR CUSTOMERS ROLLING

Inefficient cutting and breakdowns at harvest time can mean serious financial loss to your customers. For fast, clean cutting without interruption, prompt and periodic replacement of cutting parts in power mowers is necessary.

That's why the business-wise dealer makes sure that he has a balanced stock of HERSCHEL PARTS on hand BEFORE emergencies arise. The product of specialists in the manufacture of cutting edges for 65 years, HERSCHEL PARTS are guaranteed to fit accurately the applications for which intended. Have you checked YOUR stock lately?

- WRITE FOR FREE SALES AIDS. Herschel Catalog No. 87 and the big Herschel Wall Chart showing parts to fit ALL MAKES of power mowers available on request.

## R. HERSCHEL MFG. CO., Inc., Peoria 8, Ill.

Pioneer makers of cutting parts to fit mowers and combines.

Branches at: Minneapolis, Minn.; Omaha, Nebr.; Auburn, N. Y.; Harrisburg, Pa.; Toledo, Ohio

DISTRIBUTORS:

R. C. Cropper Co., Macon, Georgia The Southern Supply Co., Dallas, Texas

**HERSCHEL PARTS**

It is not necessary to climb over rear-mounted implements. The driver can either sit or stand while working.

The whole tractor has a low profile. Tail pipe and low air intake are available as optional equipment. Because of low center of gravity and the four wheel design, the tractor has unusual stability when working on hillsides.

Available to customers is either the front-mounted "look ahead" cultivator or the rear-mounted Eagle Hitch tool bar equipment with a variety of sweeps, shovels and teeth arranged to fit the job.

Because of its adjustable tread, front and rear, this new model fits a wide range of standard and narrow row spacings. It is equipped with a high torque, heavy duty Case engine having ample two-pow power lugging ability for hard pulls when needed at reduced speed.

This new low model is designed to increase the operator's efficiency and reduce the time required to attach and detach implements, thereby helping to increase crop production and reduce costs.

## Big Inventory—Big Sales

(Continued from page 132)

out, if necessary, in order to make the widest possible margin of profit. And like most shoppers who do not want the last necktie on a rack, the last bicycle or the last automobile on a sales floor, farmers do not want to choose the only tractor on a dealer's floor. They want to see a lot of tractors when they go shopping, and we try to have the variety that helps to break down sales resistance."

The firm does get more than its share of shoppers. The yard, like a carnival's midway, attract farmers by the score.

Turner points to a still further reason for carrying a large inventory. "Our big volume is seasonal," he said. "We have to have tractors on hand to deliver when the customer buys one. During our period of greatest activity we could not expect the customer to wait for delivery. Such a wait could easily mean a lost sale. While the average farmer is not an impulsive buyer he wants what he orders when he orders it."

Turner feels that a large inventory makes salesmanship more effective.

"We look out and are faced with 50 or 60 new tractors that have to be sold, and our attitude is different from what it might be if only two or three machines were on the lot."

It might seem that Turner paints his tractors a bright yellow and sells them, like bananas, by the dozen. This is hardly the case. Like most other dealers, Turners' successful sales record is the result of determination and careful planning.

In view of all the positions Turner holds in the organization,

one might further gain the impression that this is a one man organization. This is not the case, though he is in a position to know all the phases of his operation from first hand observation, and doesn't have to depend on other department heads to pass along correct information to him.

As service manager he has to spend some time in his shop—if for no other reason than to schedule work. When a shop problem arises, he must be consulted. In and out of the shop, he sees those customers who normally

# New DOBBINS SPRAYERS and DUSTERS are TOPS!



Buy the Best  
Buy DOBBINS!  
SAVE WORK  
SAVE TIME  
SAVE MONEY!

No. 5106—Six Row Power Duster in Operation

There's Greater SALES POWER  
in the NEW

## DOBBINS POWER DUSTER

DOBBINS New PTO or Engine Powered  
4, 5 or 6 row COTTON Power Duster...

**SAVES WORK**—with dependable, trouble-free, fast-dusting... large 60-lb. capacity hopper... easily mounted... light weight rugged construction.

**SAVES TIME**—with more efficient dusting action... proven rotary spiral agitator with forced feed.

**SAVES MONEY**... No wasted dust with positive feed regulation.

When You Sell DOBBINS—You Sell the BEST!



NEW

## SUPER-TRACTION

No. 245R

## TWINS

### NEW "DIXIE" DUSTER with "CENTER BALANCE"

Completely redesigned for ALL-PURPOSE traction dusting. Improved dust-proof gear box, proven rotary spiral agitator, fully adjustable 2 or 4 rows.

**NEW "CENTER BALANCE"**—for better traction, easier handling and most efficient dusting.

**WRITE TODAY** for illustrated literature



No. 4040

### NEW SUPER-TRACTION SPRAYER with "FRONT WHEEL DRIVE"

Completely redesigned for top sprayer performance, more maneuverable, easier to handle. Heavy duty cam action for steady pumping power, positive pressure 0 to 150 lbs., 25 gal. cap.

☐ POWER DUSTERS  
☐ SUPER-TRACTION TWINS

**DOBBINS MANUFACTURING CO.**  
Dept. 203, Elkhart, Indiana

# The "foremost four" in the mower field

Trailer-type or semi-mounted...hydraulic or manual lift

No. 30-A

Tractor Mower with mechanically lifted cutter bar. A perfect trailing mower.



No. 30-AH

Tractor Mower with hydraulically lifted cutter bar. Utilizes tractor's hydraulic system.



No. 40-H

Semi-mounted Tractor Mower with hydraulically lifted cutter bar. Utilizes tractor's hydraulic system.



No. 40

Semi-mounted Tractor Mower with spring balanced hand lift.



One **NEW IDEA** after another...for year 'round profit





# NEW IDEA

Gives Your Customers  
**THEIR CHOICE**  
 of the world's finest mowers

No mowers on the market today can equal these New Idea units in field performance. They are the last word in mower design.

**Fit most tractors.** Hitches are so designed that New Idea mowers can be used behind most any tractor.

**Easy on and off.** Can be unhitched in a matter of minutes, freeing tractor for other work.

**Square turns.** A real time saver — no backing up or circling. Gets all the hay.

The "four most saleable mowers" on the market...

You can satisfy any customer — and be certain in advance that no other mower can do a better job. You make more profit because of New Idea's modern franchise and the liberal terms and discounts it guarantees you. Your territory may be open. Why not write and be ready to cash in on the mower business that comes to New Idea dealers.

**NEW IDEA**  
 FARM EQUIPMENT COMPANY  
 DIVISION *AVCO* DISTRIBUTING CORPORATION  
 COLDWATER, OHIO, U.S.A.



would have no reason to ask for him—and all are good prospects for new tractors.

"We have a typical example in the shop right now," Turner said. "One of our customers drove his tractor over an embankment. The customer brought his tractor in and instructed one of his mechanics to do what was necessary. The mechanic could do nothing but check with me. I suggested to the customer that we tear into the engine and see what would be required to repair it. We found that it would cost the customer \$275.00 to rebuild that engine."

The customer was undisturbed by this news and ordered the work to proceed. This might have elated the average service manager, but not Turner. Here was an opportunity to make a new tractor sale, providing a proper sales approach was made.

"I pointed out to the customer that \$275.00 was a lot of money to invest in the old tractor," Turner said. "And I pointed out that new tires soon would be needed."

But the customer was convinced that he could spend \$275.00 and get by. He knew without being told that Turner was attempting to interest him in a new tractor. To pave the way for the sale Turner offered the customer \$500.00 for his old tractor in the condition it was.

"To appreciate this," Turner said, "you must know that the farmer is keenly aware of dollars and cents. Farmers talk about their yield and appear crop conscious. But they quickly reduce yield to dollars and cents. They may gloat over 60 bushels of corn to the acre, but only if corn is bringing a good price. Otherwise, they do not have much to say about their yield."

"Knowing that my prospect was less interested in what he was going to get for his tractor than in the amount left for him to pay, I pointed out that added to the \$275.00 for repairs would soon be another repair bill of about \$110 for work on the tractor's transmission, plus another \$250.00 for new tires. The customer saw in an instant how much money he would have invested in the old tractor."

"But farmers think fast too, and this customer quickly reminded me that this investment in the old tractor would give the unit added value in trade."

From a farmer's standpoint this is logical—and a tough argument for dealers to break down. Turner

# CHAPIN

SPRAYERS • DUSTERS • FUEL TANKS

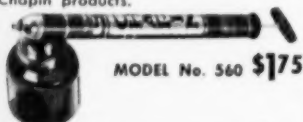
## CONTINUOUS HAND SPRAYERS

### NEW VOLUME

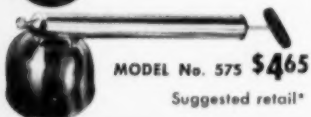
is assured if you display the complete Chapin line of continuous hand sprayers. Illustrated is Model No. 560 with a 24 oz. glass jar tank and seamless copper liquid tube. Also shown is Model No. 575 which boasts a one piece brass pump barrel and 33 oz., heavy gauge, deep drawn copper tank. Featured on Model No. 575 is the deluxe, brass "double nozzle", for double duty spraying.

### PLAN AHEAD!

Be sure your stock is in condition to meet demands of the warm weather selling ahead. Take advantage now of the FULL MARK UP offered on all Chapin products.



MODEL No. 560 \$175



MODEL No. 575 \$465

Suggested retail\*

## CONTINUOUS SALES

Every home, farm, camp and cottage will be using a hand sprayer in the months to come. Make it a Chapin that you sold.

### EFFICIENCY PLUS

Easy pumping and a steady continuous flow, plus the guaranteed long life assured by Chapin top quality construction and materials offer efficiency "plus", — at a low cost. For every spraying need, "Call on Chapin".

\* Slightly higher in the West.



### CHECK YOUR LIGHT WEIGHT SPRAYER STOCK

Time to reorder Model No. 177, the all purpose 2 1/2 gallon open-head sprayer. Tank of Armco Zinc Grip Galvanized steel with all seams electric welded. Discharge equipment includes 30' of oil resistant neoprene hose, 18" brass extension, "trigger" shut off and the new, deluxe adjustable brass nozzle.

MODEL NO. 177

## R. E. CHAPIN Mfg. Works, Inc.

Single Action  
Sprayers  
Plunger Dusters  
Pressurized  
Gasoline Can

Since  
1887

Continuous  
Hand Sprayers  
Compressed  
Air Sprayers  
Inflators

Knapstock and Wheelbarrow Sprayers

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Southern Representatives:

K. Roth, P. O. Box 1444, Asheville, N. C.  
Killebrew & Brackman

738 3rd National Bank Bldg., Nashville 3, Tenn  
John H. Mullins, P. O. Box 13044, Houston, Tex.

has a sales formula which he uses in such instances, and, as in this case, with notable success.

"A new tractor," he told the customer, "is going to cost \$1829. But if you take the \$500 we allow you on the old unit, add to it the \$275.00 you would invest in repairs your balance will be but \$1,000.

"Suppose," Turner continued, "you put the \$275.00 into engine repairs, invested \$250.00 in new tires, and had no trouble with the transmission. Even that expense would require you to use the tractor an additional six months. But six months from now I would not be able to offer you as much in trade as now. Can you afford to pay \$450.00 to use an old tractor six months?"

This approach usually is effective, Turner explained, and this particular customer decided almost immediately to purchase a new tractor.

"Terms are an important factor in this business," said Turner. "In this case we agreed to take \$500.00 as first payment when the crops were turned into cash, the balance being spread over 12 months at six percent interest."

## New Lombard Woodlot Wonder Chain Saw . . .

LOMBARD Governor Corp., Ashland, Mass., announces the new Model 3A Woodlot Wonder chain saw, featuring new power, speed, and operating ease. The automatic oil shut-off actually takes care of itself; chain tension adjustment is simple, keeping the right tension



at all times; carburetor is attached directly to the crankcase for maximum compactness and efficiency; new spike bumper-grip design allows straight limbing cuts from any angle, plus close-to-the-ground cutting for maximum log-length and minimum stumpage, it was announced.

## LML Introduces New Portable Elevator

LML ENGINEERING & Mfg. Corp., Columbia City, Indiana, manufacturer of Cardinal farm elevators and poultry and livestock infrared brooders, is in production on a new Cardinal Junior portable elevator model.



Greater capacity has been attained through a larger elevator trough, 6" wide flaring to 11" with 1 1/2" vertical rise, and large 3" x 5 1/2" cupped, heavy-corded rubber flights.

For greater convenience in handling bulk feeds an aluminum trough cover, plus head and hopper canvas chute assemblies, are available as accessory equipment.

Also new in the Cardinal line is the Cardinal Junior Dolly, designed to fit either previous or current elevator models. Lightweight, sturdy, and equipped with 16" O.D. rubber-tired roller bearing wheels, it is convenient for wheeling elevator by hand, for moderate trailing, and to attain and support high elevations. Toggle clamps permit quick attachment to and positioning of elevator trough, the manufacturer announced.

For extra stability, trough sections are joined by means of full-bearing heavy angle flanges welded to section ends and bolted together. Head and hopper ends are equipped with tapered roller bearings.

Models are available in 12, 16 and 20-foot lengths and will incorporate the Cardinal delivery end grooved sprocket and cutter blade to prevent ball-up, and overhead and underslung motor mounts.

# MAKE HAY WITH MEYER...



## MEYER HAY CONDITIONER

Help farmers make better hay! Hay made by MEYER METHOD is worth more to feed or sell. Cuts and conditions hay at same time. Hay retains color, protein and as much as 300% more carotene (Vitamin A) ... stems dry fast as leaves. What's more, it can be cured in half the usual time—hay can be put up same day it's cut. New 1953 Model features: Exclusive Floating Rotary Pick-up... raises freely over rocks and terraces. Swivel Hitch—automatically adjusts to all terrain. Get this model on your floor now. Start making hay with Meyer!

WRITE! Ask for Complete Information on a Meyer Dealership

**MEYER MFG. CO.**

248 WEST ADAMS STREET • MORTON, ILLINOIS

These two **BLUE** Items  
can make '53 your best year:

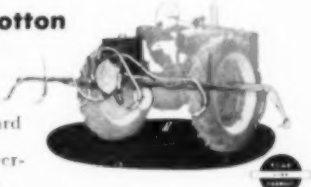


## Our new engine driven Utility SPRAYER

Features piston type high pressure pump (up to 400 lbs.) and selector type pressure regulator (also available in PTO types and complete 6-row boom type tractor mounted sprayers).

## Popular BLUE Cotton DUSTER

A power take-off 5 or 6-row duster for standard tractors. Dependable, accurate. Complete coverage up to 20 or 25 feet.



Send for Free Catalog and Price Information

**JOHN BLUE CO., INC.** HUNTSVILLE, ALABAMA  
Dependable Farm Equipment Since 1886

TRACTOR FERTILIZER DISTRIBUTORS • TRACTOR DRAWN DISK HARROWS • TRACTOR STALK CUTTERS  
WHOLE DRAWN PLANTERS • WHOLE DRAWN DISK HARROWS • WHOLE DRAWN DISTRIBUTORS  
LIQUID FERTILIZER DISTRIBUTORS • TRACTOR CROP DUSTERS • TRACTOR MOUNTED SPRAYERS  
(Antibiotic Ammonia and Nitrogen Solutions)

## FAST SELLING MANPOWER SAVERS!

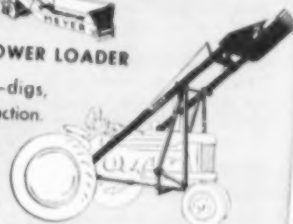
### PORTABLE ELEVATORS

Three models, each a leader in its field. Heavy Duty model (Extra-wide 18" to 22" sections). Lower priced 16" wide model and the new Junior Portable (10" to 17" wide)—America's finest low-cost all-purpose portable. Elevates all—baled hay, corn and small grain.



### HYDRAULIC POWER LOADER

Scoop or dozer—digs, moves, lifts. Fast action. One ton capacity.



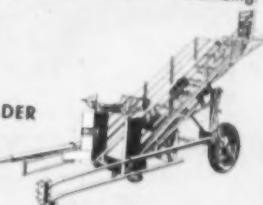
### BUCKET ELEVATOR

Choice of 8 models. Handles more grain—no short turns...no binding.



### BALE LOADER

Loads 75 bales in 15 minutes. Light draft—ground driven. Easily hitched.

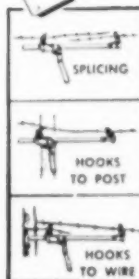


Sell EASIER fence stretching . . .  
every farmer and cattleman  
a prospect . . . boost your Sales!



## Golden Rod FENCE STRETCHER

**Unconditionally  
GUARANTEED!**



Nationally Advertised . . . more than  
60,000 Golden Rods sold to date!

Sell the Golden Rod Fence Stretcher on a "Satisfaction or Your Money Back" guarantee. Sell more fencing, make more friends and bigger profits this year!

The Golden Rod has powerful, easy-to-operate mechanical "dogs" on strong hooks; grips any kind of wire—never slips!

Rugged main bar, 1 1/4" wide by 1/4" thick; full 24" ratchet action. Ideal for drawing and holding both wire-ends for splicing—faster! Wt., 8 lbs. Pulls half a ton!

Order through Your Jobber or write **\$6.98**  
us for Your nearest Distributor **RETAIL**  
**DUTTON-LAINSON CO., Mfg. Div., Dept 36, Hastings, Nebr.**



# CHAPIN

SPRAYERS • DUSTERS • FUEL TANKS

## EXCLUSIVE ONE-HAND DUSTER

### HIGH IN DEMAND

Here is the only one hand duster on the market and sold only by Chapin. Available in bright assorted colors. Build a mass display for mass selling.

### LOW IN COST

Exclusive, and made of guaranteed top quality materials, yet you can sell the Flika-Dusta at a wide profit margin for an extremely low price.

### EXTRA VOLUME—HIGH MARK-UP

Combine High in Demand and Low in Cost and it means EXTRA volume while you get a full mark-up.



**\$1.95**

Suggested retail\*

## FLIKA-DUSTA

Model No. 597

### LIGHTWEIGHT, EASY TO USE

Just a slight up and down shaking motion with one hand produces a thorough cloud of dusting powder forced thru the barrel opening by a jet of air created by the sturdy bellows. Reach even the highest points by inserting a pole in the recessed handle.

### QUALITY MATERIALS

All metal construction with the bellows of sturdy fabric. Conical screen inside barrel cap agitates and filters powder. Flexible metal spring activates bellows.

\* Slightly higher in the West.

### CHECK YOUR LIGHT WEIGHT SPRAYER STOCK



Model No. 120

Do you have enough light weight models on hand? Here is Model No. 120, 2 gallon capacity funnel top design, especially designed for urban and suburban homeowners use. Tank is Armaco Zinc Grip Galvanized steel. Discharge equipment includes trigger action shut off with a 12" brass extension plus a brass nozzle with interchangeable discs to give a spray range from flat fan to coarse and fine.

## R. E. CHAPIN Mfg. Works, Inc.

Single Action  
Sprayers  
Plunger Dusters  
Pressurized  
Gasoline Can

Since  
**1887**

Continuous  
Hand Sprayers  
Compressed  
Air Sprayers  
Inhalators

Kneepack and Wheelbarrow Sprayers

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## Field Demonstrations

(Continued from page 124)

prospect list is carefully maintained and all new prospects are contacted every four or five months.

"Farmers tell us that our on-the-farm demonstrations are among the memorable events of the year," Baker said. "Everyone comes to have a good time, and we try to make them feel welcome. We make it a point not to press them with business, but to sell to those wanting on-the-spot delivery that day. Most of our business comes the following week when farmers have had a chance to talk their ideas over with their families. But whether the sale comes that day, the following week or later in the year, farmers remember these demonstrations when the time comes to buy!"

## Dairy Equipment

(Continued from page 126)

saving equipment such as an electric milk cooler, wash vats, wash cans, can racks, water heater and other equipment. Where the customer's water delivery arrangement is inadequate, he becomes a prospect for an electric water system.

Thus, as more new milking machine users are added each month, the repeat business in expendable supplies accounts for an ever-increasing volume each month.

These monthly calls not only stimulate sales, but the regular personal contact with customers maintains goodwill and heads off complaints. When Harris calls on a new prospect, his assurance of a monthly visit to guarantee satisfactory performance of the milker helps in closing many sales. Where a machine is not operating properly because of a defective part, Harris usually can remedy the situation on the spot since he has a supply of parts on the truck.

Many of the company's customers find these monthly calls a convenient method of having various supplies delivered. Such needs are given to Harris each trip and customers often buy enough each trip to last until the next call.

The company also follows this method of service in dealing with its users of heavy machinery and equipment. In addition to selling

new tractors, combines, etc., the company's five implement salesmen, in their canvassing work, inspect equipment and sell enough service work to keep the firm's five mechanics busy the year around.

## New Farm Tractors Added to Deere Line

(Continued from page 136)

the "40" Tricycle-Type for greatly increased lifting power on all implements using the 3-point hitch; a similar increase in lifting capacity of the Touch-o-matic system on the "40" Standard; reverse speed stepped up from present 1.6 mph to 2.6 mph; greater fuel tank capacity; and adoption of a new-type radiator grille with a deep-fluted screen which provides better non-clog protection for the radiator. Servicing of the battery has been made easier on the new tractors by a new and more practical design of the battery compartment. Important improvements make it easier to get on and off the tractors and to stand while working in the field. The adjustable seat is a coil-spring cushion type.

Among the features of the "M" and "MT" models that have been retained are: Four forward speeds; adjustable wheel treads to match the work being done; built-in power take-off; and the independent self-energizing rear-wheel brakes for sure stops, short turns.

## Forage Harvester, Baler Added to Dearborn Line

(Continued from page 144)

tightly tied, square bales, ideal for easy handling.

An automatic bale tension bar makes possible better packed, tightly tied, square bales, ideal for easy handling.

The baler is well balanced on the axle for maximum handling ease on rough fields and slopes. An adjustable drawbar provides easier maneuvering through gates and narrow lanes. A built-in drawbar jack eliminates heavy lifting when attaching or detaching the implement. Power is controlled by a rope within easy reach of the operator on the tractor seat.

A bale counter which keeps a constant record of baling progress as well as starting equipment are both included as standard equipment with the baler.



your customers *will like it!*

# COMFORT

in a  
TRACTOR CUSHION!



**Mendy**  
POSTURE

## RUGGED. TRACTOR CUSHION

...sell to all tractor owners!

CUSHION OF RESTFUL  
SHREDDED FOAM RUBBER.  
COVER OF PLASTIC-COATED  
FABRIC—WATER RESISTANT!  
FITS PRACTICALLY ALL  
TRACTOR SEATS.



**FABRICS**  
INC.

Order TODAY from your local distributor or  
write us for your nearest source of supply.

311 BELL ST. MONTGOMERY, ALABAMA

# STAR

## SERVICE SHARES



**Fully  
GUARANTEED  
AS TO QUALITY,  
FIT, AND  
FINISH**

Patterns are available  
for practically all  
plows, listers, middle-  
breakers in No. 1 soft  
center or No. 2 cru-  
cible steel of the high-  
est quality obtainable.  
Send today for catalog.

**STAR MANUFACTURING COMPANY**  
DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)

Sell the

**"3-speed" Line!**



**Planet Jr.<sup>®</sup>**  
PLANETIZED  
SWEEPS

**triple your sales  
opportunities!**

Now, in addition to the finest steels on the  
market, and the exclusive Planetizing Process  
(toughening and tempering), Planet Jr. gives  
your customers sweeps for each of the three  
methods of cultivation:

"Texas"  
4" to 18"



**— LOW SPEED —**

1 to 2 miles per hour

"Tractor"  
6" to 24"



**— MEDIUM SPEED —**

3 to 4 miles per hour

"Spde"  
4" to 24"



**— HIGH SPEED —**

5 to 7 miles  
per hour

**NEW!** Planet Jr.'s new self-  
service steels display rack pro-  
duces more sales, saves space,  
acts as a complete steels depart-  
ment. Available at cost. Send  
for details.



THERE ARE MORE  
THAN 200 SIZES AND SHAPES  
IN THE PLANET JR.  
LINE.

Learn how Planet Jr.'s  
"3-speed" sweeps  
can mean more  
sales for you. Get  
the full facts

**SEND COUPON TODAY!**



S. L. Allen & Co., Inc.  
3421 N. 5th Street, Phila. 40, Pa.

Gentlemen:

Please send me. ☐ Sweeps Details ☐ Display Details

Name \_\_\_\_\_

Address \_\_\_\_\_

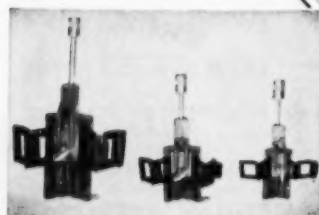
City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

# NEW INVENTION

Makes Chain Repairs EASY, FAST  
and PROFITABLE for YOU!  
SELLS ON SIGHT  
UNIVERSAL DEMAND  
TRY IT AT OUR RISK!



Here's the first practical and simple means of making chain repairs right in the field WITHOUT REMOVING THE CHAIN. Farmers buy Imp Chain Repair Kit on sight! You can make drive chain repairs easily and quickly in your own shop, make easy sales to every farmer in your area.

TRY THIS AMAZING INVENTION YOURSELF!

## SEND NO MONEY

See for yourself how easy and fast it is! Order the IMP Steel Chain Repair Kit today. Send \$5.00 for complete kit of three . . . Kit No. 1 fits 56 to 77 chain, retails at \$3.25 . . . Kit No. 2 fits 36 to 55 chain, retails at \$2.75 . . . Kit No. 3 fits 25 to 35 chain, retails at \$2.25. Complete kit sells for \$7.95, but we'll send you all three for only \$5.00, plus a counter display card and liberal supply of colorful circulars FREE. We'll pay shipping charges if you send \$5.00 with order, or order C.O.D., if you prefer. Money promptly refunded if you are not 100% satisfied.

### CHAIN REPAIRS ARE EASY AND FAST IN THE FIELD

1. Select the proper size chain detacher from your kit to fit the size chain to be repaired.
2. Slip the repair kit under chain, with open part of link on top. Tighten set screw by hand on top of broken link.
3. Hit plunger with hammer, and broken link will fall out easily. The job is done easily, quickly IN THE FIELD, with no loss of time, no smashed fingers.



ORDER TODAY AT OUR RISK!  
DEALERS AND JOBBERS WANTED

INDUSTRIAL MACHINE PRODUCTS

1101 WALNUT, DEPT. S-2

DES MOINES, IOWA

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# Make a Year 'Round Profit Selling

1903—GOLDEN ANNIVERSARY—1953

## SHAW "DU-ALL"

### Garden and Small Farm TRACTORS

- OUTSTANDING FEATURES
- PRICED LOW
- CHEAP TO OPERATE

**Walking Models.** Do all yard and garden jobs. Ruggedly built for power and traction. Features include variable speeds, adjustable wheel widths, individual gang tool controls. Power turn models available. **Riding Models.** Provide low cost power for small farms. Pull 10, 12, 14-inch plows, plant, cultivate, mow, rake, do many other jobs with ease. Power take-off pulley operates many different attachments. **New Rotary Pulverizer** model available.

#### Extra Money in Attachments

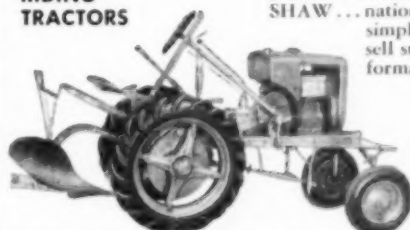
Complete line easy mount tools for all land preparation and cultivation. Popular power take-off attachments available.



1½, 2½, 3, and 5 H.P.  
Walking Tractors



5, 8 and 12 H.P.  
RIDING  
TRACTORS



ESTABLISHED DEMAND

**Complete Line—Big Market**  
FOR THESE NATIONALLY ADVERTISED  
NATIONALLY-ACCEPTED MACHINES

### A Reputation for Quality Construction and Customer Satisfaction

Profit-making opportunities are wide open to those handling the established SHAW line. Dealers are assured of a famous brand name . . . national acceptance . . . greater market potentials.

Seven different walking and riding models, ranging from 1½ to 12 H.P., help you sell everybody . . . the complete market . . . from home gardeners to owners of good sized farms. You feature these sturdy, efficient machines with utmost confidence because they are fully guaranteed by SHAW . . . nationally-preferred for quality construction and simplicity of design. When you sell SHAW you sell superior tractors famous for outstanding performance . . . proved dependable for many years.

#### Get Facts on Dealer Openings

Write, wire or phone for catalogs on complete SHAW line, franchise information and liberal dealer discounts.

**SHAW MANUFACTURING CO.**  
8303 Front St., Galesburg, Kansas

DEALERS IN  
COTTON AREAS:

## BIG SALES . . BIG PROFITS

with the New  
**BE-GE**  
Rotary  
**CROSS HARROW**

*Saves Time!*  
*Saves Labor!*  
*Saves Money!*



IT TILLS A PERFECT COTTON SEED-BED • IT STRIKES OFF  
IT BREAKS CRUST • IT BLOCKS • IT WEEDS •

. . . and it does all these things fast — up to forty acres a day with one man! Owners who have used the Be-Ge Rotary Cotton Harrow tell us it's the greatest thing in cotton mechanization since the introduction of the mechanical picker. It's truly an all-purpose cotton farming tool that not only prepares a better seed bed but eliminates one entire disking and harrowing operation and saves countless hours of hand labor in blocking and weeding alone.

WRITE FOR COMPLETE  
DETAILS TODAY!

Dept. S

**Be-Ge Manufacturing Co., Gilroy, Calif.**





# HOW

does **RED BRAND** fence make more profits



## —FOR DEALERS?

**FIRST**...because the constantly increasing demand by farmers for RED BRAND fence makes it a *fast-turnover, steady-profit* item for them.

**SECOND**...because Keystone is continually building the sales potential of dealers through RADIO BROADCASTS, two and three times weekly—and through STATE and NATIONAL FARM MAGAZINES.

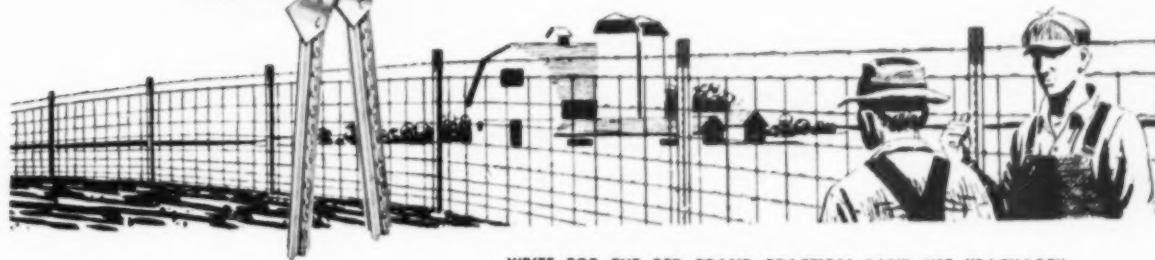
**THIRD**...because Keystone's extensive program of RED BRAND Practical Land Use merchandising, helps these dealers to sell not only RED BRAND fence, but, helps them to increase the net profits from all other parts of their business, as well.

## —FOR FARMERS?

Farmers prefer and use more RED BRAND fence because it gives them a longer-lasting, more economical fence value for their money. The savings they realize mean more profits for them in the long run.

Farmers know that Keystone manufactures RED BRAND in their own mills with the *right* amount of copper in the steel wire to protect it from rust. They also know that Keystone "Galvanneals" RED BRAND for added protection against rust and corrosion. This *double* rust protection makes it a better fence buy for them. That's why farmers insist on RED BRAND fence—why dealers sell more of it, year after year.

Then, too, farmers know, through the Broadcasts, Magazines and direct mail, that the way to get the information about how Practical Land Use can increase their incomes is to see their RED BRAND dealers.



WRITE FOR THE RED BRAND PRACTICAL LAND USE "PACKAGE" PROMOTION PLAN. IT TELLS YOU HOW TO INCREASE YOUR PROFITS THROUGH HELPING FARMERS INCREASE THEIR INCOMES.

**KEYSTONE STEEL & WIRE COMPANY** Peoria 7, Illinois

RED BRAND fence • Non-Climbable fence • Ornamental fence • Corn-Cribbing • Nails • Gates • Keystone Poultry Netting

SOUTHERN FARM EQUIPMENT Section for MARCH, 1953



## You're Part of His Better Judgment

What does it take to get conservation farming and other profitable new methods out of the planning stage and onto the land?

Who can sell the farmers in your community on putting their better judgment into practice now . . . for the benefit of all concerned?

The first inclination of many businessmen, including farm equipment dealers, is to point to the nearest specialist — to the soil conservation farm planner, the county agent, vo-ag instructor, or college agronomist. "He's the man with the story, why not let him tell it?"

He should tell it — and does. But experience has proved that he needs help, especially from men like yourself — the farm equipment dealer.

For example, it's one thing for the specialist

to talk grassed waterways in a meeting. But a lot more erosion is permanently eliminated when a farm equipment dealer says to the farmer, "Joe, how long do you suppose it would take to push that gulley shut with one of those new blades for your Allis-Chalmers tractor, so you can seed the waterway to grass? Maybe we should bring out a blade and let you try it."

Yes, you as a dealer *are* part of his better judgment. When you say it will work, he knows *you* will back up what you say. Equally important, he knows you want his farming to be profitable, both now and in the years ahead.

Speak out, today and every day, for soil conservation. The support of every farm equipment dealer is important and essential.

**ALLIS-CHALMERS**  
TRACTOR DIVISION • MILWAUKEE 1, U. S. A.

are YOU cashing-in  
on this winner?

# MIRRO warp-proof ALUMINUM FRY PAN



● From every corner of the country, reports of remarkable sales and surprising profits are pouring in on this sensational new pan!

Made of the same light, strong, shining metal that is used in MIRRO-MATIC Pressure Pans, it has *proved* itself warp-proof under normal home use. Experimental models have now been in constant use, on every kind of kitchen range, for more than six years . . . and satisfied users are multiplying daily!

Get behind this smartly-styled, practical new MIRRO fry pan line. Stock it, display it, sell it, for more profit *and* more customer good will!

**This Display Stand FREE with the purchase of**

## No. A970M WARP-PROOF FRY PAN DEAL!

Strong, good-looking rubber-covered wire display rack displays one each of all four sizes, flags traffic, helps you profit!

Quantity	Number	Name	Retail East	Retail West
1 only	799M	Display Stand	<b>FREE</b>	<b>FREE</b>
4 only	737M	7" Fry Pans	\$ 1.75 ea.	\$ 1.95 ea.
3 only	739M	9" Fry Pans	2.75 ea.	3.00 ea.
3 only	740M	10" Fry Pans	3.45 ea.	3.80 ea.
2 only	741M	11" Fry Pans	3.95 ea.	4.35 ea.
<b>TOTAL RETAIL VALUE</b>			<b>\$33.50</b>	<b>\$36.90</b>

Above numbers are also available in open stock at same prices.



*Buy from your* **MIRRO Jobber!**

**ALUMINUM GOODS MANUFACTURING COMPANY**

FIFTH AVENUE BLDG., NEW YORK 10

**WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS**

• **MANITOWOC, WISCONSIN**  
MERCHANDISE MART, CHICAGO 54

# Red Devil

## FP-33 Home Floor Conditioner

### *Sensational Gift Offer*

## FOR NATIONAL HARDWARE WEEK

For Hardware Week only, this popular Sessions "Preference" Electric Kitchen Clock will be packed with every Red Devil FP-33 Floor Conditioner as your \$6 gift to the woman who buys during Hardware Week. The clock costs you nothing, costs your customer nothing, and you get full mark-up on the regular \$67 (tax included) retail price of the FP-33.

### Special Bonus for You—Personally!

When your Hardware Week shipment of FP-33s arrives, you will find a serial number sticker on the end of each carton. Tear these off, and for every three stickers (together in one envelope) you send us with your name and address, we will mail you postpaid a genuine Zippo Lighter with our compliments.

**HERE'S  
THE DEAL**

### Red Devil FP-33 FLOOR CONDITIONER

Regular Retail Price \$47.00 (including tax)

Regular Dealer Cash \$44.47 (including tax)

**Your Profit \$22.33**

Session Bonus: CASH FREE (regular \$6.00)

(minimum order weight 50 lbs.)

**Order From Your Jobber Today  
Specify Hardware Week Special**

### *Swinging the Country*

Red Devil FP-33 Home Floor Conditioner is zooming in popularity everywhere. It's the twin-brush machine that scrubs, waxes, and polishes floors of every kind. Inexpensive floor reconconditioning kit quickly converts it for floor sanding, "steel wooling." Powerful 1/4 HP AC-DC motor. Underwriters approved. Light weight. Easy to guide.

## Red Devil Tools

IRVINGTON 11, NEW JERSEY



**CASH IN ON  
Red Devil  
PROMOTION**

This Red Devil Hardware Week Special will be featured in a big advertisement in the Saturday Evening Post just prior to Hardware Week. Your IRMA Hardware Week Promotion Kit will contain display material on this special. Write us direct for 2-column, 4-inch newspaper advertisement mat. For additional floor promotion, a big 3-color display card to hang on the machine is packed in every carton. To make this promotion work for you, place your order for Red Devil Specials now. Quantity is limited.



### FREE SESSIONS "PREFERENCE"

7 1/2" diameter self-starting electric kitchen clock with red polystyrene plastic case. Cord clamp in rear of case neatly holds excess cord. Usually retails for \$6 including tax.